

STIC Database Tracking Number: 290622

**To: Jean Janvier**  
**Location: Hoteling**  
**Art Unit: 3688**  
**Date: 3/25/2009**  
**Case Serial Number: 09/880,430**

**From: Chrisitan Miner**  
**Location: EIC3600**  
**KNX 4B68**  
**Phone: (571) 272-3010**  
**christian.miner@uspto.gov**

## Search Notes

Dear Examiner Janvier:

Please find attached the results of your search for the above-referenced case. The search was conducted in Dialog, Proquest, and EBSCOhost.

I have listed *potential* references of interest in the first part of the search results. However, please be sure to scan through the entire report. There may be additional references that you might find useful.

If you have any questions about the search, or need a refocus, please do not hesitate to contact me.

Thank you for using the EIC, and we look forward to your next search!

<b>I.</b>	<b>POTENTIAL REFERENCES OF INTEREST .....</b>	<b>3</b>
<b>A.</b>	<b>Dialog .....</b>	<b>3</b>
<b>B.</b>	<b>Additional Resources Searched.....</b>	<b>12</b>
<b>II.</b>	<b>INVENTOR SEARCH RESULTS FROM DIALOG .....</b>	<b>13</b>
<b>III.</b>	<b>TEXT SEARCH RESULTS FROM DIALOG .....</b>	<b>14</b>
<b>A.</b>	<b>Full-Text Databases .....</b>	<b>14</b>
<b>IV.</b>	<b>TEXT SEARCH RESULTS FROM DIALOG .....</b>	<b>35</b>
<b>A.</b>	<b>Abstract Databases .....</b>	<b>35</b>
<b>V.</b>	<b>ADDITIONAL RESOURCES SEARCHED .....</b>	<b>98</b>

## I. Potential References of Interest

### A. Dialog

11/3K/2 (Item 1 from file: 349) [Links](#)

Fulltext available through: [Order File History](#)

PCT FULLTEXT

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00385318

**A NETWORK GAMING SYSTEM**

**SYSTEME DE JEUX SUR RESEAUX**

#### **Patent Applicant/Patent Assignee:**

- **GOLDBERG Sheldon Francis**

- **VAN ANTWERP John**

#### **Inventor(s):**

- **GOLDBERG Sheldon Francis**

- **VAN ANTWERP John**

	Country	Number	Kind	Date
Patent	WO	9726061	A1	19970724
Application	WO	97US872		19970117
Priorities	US	9610361		19960119
	US	9610703		19960126
	US	96759895		19961203

**Designated States:** (Protection type is "Patent" unless otherwise stated - for applications prior to 2004)

AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY,  
CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI,  
GB, GE, HU, IL, IS, JP, KE, KG, KP, KR,  
KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG,  
MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU,  
SD, SE, SG, SI, SK, TJ, TM, TR, TT, UA,  
UG, US, UZ, VN, KE, LS, MW, SD, SZ, UG,  
AM, AZ, BY, KG, KZ, MD, RU, TJ, TM, AT,  
BE, CH, DE, DK, ES, FI, FR, GB, GR, IE,  
IT, LU, MC, NL, PT, SE, BF, BJ, CF, CG,  
CI, CM, GA, GN, ML, MR, NE, SN, TD, TG

Publication Language: English

Filing Language:

Fulltext word count: 22468

### Detailed Description:

...stores demographic profiles which, in one embodiment, have a data structure substantially identical to the **user** profile data structure. Such **demographic** profiles may have a variable length section for specifying requested values for user information items that may be provided in (potentially only a relatively small number of) **user** profiles. In some embodiments, a **demographic** profile includes a reference to the advertiser's or sponsor's identity, a reference to... substantially irrelevant to the advertiser or sponsor, Accordingly, regardless of the particular embodiment of the **demographic** profiles,, the **users**" **demographic** profiles are used to match (i.e., select) one or more corresponding advertising presentations with a particular target **group** of **users** that, presumably, are likely to purchase the product and/or service portrayed in such advertising... ...such advertising presentations may be provided to only users who are likely to be subsequent **customers**, advertisers and/or sponsors may provide to these **users** specifically **targeted** advertising having relatively expensive **promotionals** such as product or service discounts, free samples, or a trial usage,

Accordingly, to perform the selecting or matching of **users** with such **demographic** profiles, for each **user**, the **user** profiles stored in the user database 28 are compared with the demographic profiles by the... ...618. Note that there are numerous techniques for performing such a comparison for selecting a **group** of **users**, In particular, a precise match may be required between each **demographic** item pair and a corresponding **user** information item pair so that the second component of the user information item pair is (within) a desired **range** as specified in the corresponding demographic item pair.

Alternatively, various **weighting** statistical techniques may be used for determining a "similarity" measurement when not all demographic pairs... ...that most closely match the corresponding demographic profile for an advertising presentation, Thus, in **order** for a **user** to be selected, the similarity measurement between the **user**'s profile and a corresponding **demographic** profile may be required to be above a predetermined threshold, Additionally, note that the advertising... ...one embodiment of the present invention, the advertising selection engine 618 may, for a particular **demographic** profile, periodically re-evaluate **user** profiles in the **user** database 28 for reselecting the **group** of **users** to which an advertising presentation is to be presented, Thus, users previously selected may be...

11/3K/3 (Item 2 from file: 349) [Links](#)

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00285421

### METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES

PROCEDE ET SYSTEME DE DISTRIBUTION DE BONS D'ACHAT EN FONCTION DES ACHATS ANTERIEURS D'UN CLIENT

Patent Applicant/Patent Assignee:

• **CREDIT VERIFICATION CORPORATION**

**Inventor(s):**

• **DEATON David W**

• **GABRIEL Rodney G**

	Country	Number	Kind	Date
Patent	WO	9503570	A2	19950202
Application	WO	94US8221		19940721
Priorities	US	9396921		19930723
	US	93141471		19931020

**Designated States:** (Protection type is "Patent" unless otherwise stated - for applications prior to 2004)

AU, BB, BG, BR, BY, CA, CN, CZ, FI, GE,  
HU, JP, KE, KG, KP, KR, KZ, LK, LT, LV,  
MD, MG, MN, MW, NO, NZ, PL, RO, RU, SD,  
SI, SK, TJ, TT, UA, UZ, VN, AT, BE, CH,  
DE, DK, ES, FR, GB, GR, IE, IT, LU, MC,  
NL, PT, SE, BF, BJ, CF, CG, CI, CM, GA,  
GN, ML, MR, NE, SN, TD, TG

Publication Language: English

Filing Language:

Fulltext word count: 79153

**Detailed Description:**

...customer's identification number, from the point-of-sale (POS) to the transaction processor.

The **transaction** processor processes the customer information request, using the identification number to search the customer database...policy.

Customer information reports are recommended (a) to identify new customers, and (b) to develop **customer** profiles, both of which can be used in **targeting** marketing, advertising and **promotional** programs, and for other **customer** relations purposes, Specifically, new **customers** are identified by regularly reporting customer records with a CAUTION status. Regular customers are identified... ..based on DWT \$Amount data, Additional customer information that can be readily collected in the **customer** records includes **zip code** and marital status information useful in demographic analysis.

The check transaction processing system permits the...customer by direct mail.

Many of the prior art marketing techniques require the mailing of **coupons** to **customers** after the **targeted** database has been developed, With the techniques shown in FIGURES 17A and B, coupon rewards...In this way, the present invention enables the store to discriminate between various types of **customers** in **order** to induce the infrequent **shopper** to come back, while maintaining the goodwill of good shoppers A third technique of distributing...in practice for targeted marketing, but the present system may be used to accept

their **customer** identification codes in **order** to enhance the universality of the present system, The present system provides automatically printed coupons at the point-of-sale, or alternatively, later mailed **coupons**, which are particularly **targeted** to a **customer** based upon his prior shopping history.

Alternatively, an output might be ... incenting the customer to increase spending. These coupons are tailored to the amount of the **customer's** target value (base average plus percentage increase). Each **coupon** contains a minimum **target** value in **order** to trigger spooling.

For example, **Customer A** has an average base of \$40. Assume a target increase of 10% to make...

17/3,K/2 (Item 2 from file: 15) [Links](#)

ABI/Inform(R)

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00636660 92-51600

### **MIS and Marketing: Secrets of Strategic Information Mining**

Gendelev, Boris

Chief Information Officer Journal v5n1 pp: 12-16, 23

Summer 1992

**ISSN:** 0899-0182 **Journal Code:** CJL

**Word Count:** 2949

#### **Text:**

...planning, customer selection, and tracking system that will be based on a segmentation model that **ranks** customers based on expected profitability a **financial** model combined with a model of **customer** long-term value determines the depth of selection for **targeted promotions**;

\* tracking and projection of critical **customer** segments this is an EIS application used to keep a watch on the "health" of...

17/3,K/3 (Item 3 from file: 15) [Links](#)

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00358614 87-17448

### **Premiums & Promotions: Targeted Coupons Hit Non-Users**

Zeldis, Nancy

Advertising Age v58n18 pp: S26

Apr 27, 1987

**ISSN:** 0001-8899 **Journal Code:** ADA

#### **Abstract:**

...New York), Donnelley Marketing (Stamford, Connecticut), and Computerized Marketing Technologies (New York) allow marketers to **target coupon** mailings to **users** of competitors' products. In **targeted** couponing, higher value **coupons** go to **customers** who report heavy usage of a competing

product. Although targeted methods can cost more than 20 times as much as a free-standing newspaper insert, redemption **rates range** from 10%-30%, compared with the 4% average redemption **rate** of all coupons, most of which are distributed blindly. Targeted coupons have been used successfully...

17/3,K/3 (Item 3 from file: 15) [Links](#)

ABI/Inform(R)

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00358614 87-17448

**Premiums & Promotions: Targeted Coupons Hit Non-Users**

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17/3,K/6 (Item 1 from file: 16) [Links](#)

Gale Group PROMT(R)

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05584913 **Supplier Number:** 48454541 (USE FORMAT 7 FOR FULLTEXT)

**Catalina Marketing and Star Market to Join in Pilot Program -- Star Markets to Test the Catalina Marketing Network in Three Stores --.**

Business Wire , p 4301135

April 30 , 1998

**Language:** English **Record Type:** Fulltext

**Document Type:** Newswire ; Trade

**Word Count:** 340

-

...value for our customers."

The Catalina Marketing Network utilizes patented UPC-based scanner technology to **target consumers** and distribute **coupons** at supermarket checkouts based on current purchase behavior. Coupons and messages differ depending on the...

...objectives, allowing for multiple executions to happen simultaneously (quality trial, pantry loading, etc.). Average redemption **rates range** from

eight to 14 percent, about five times higher than traditional print-delivered couponing methods...

17/3,K/22 (Item 1 from file: 9) [Links](#)

Business & Industry(R)

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01389833 Supplier Number: 24040492 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Tesco: Going from strength to strength**

**( In the year to December 1996, Tesco accounted for 14.6 % of UKPd82.4 bil UK grocery market, followed by Sainsbury's with 12.6% )**

European Cosmetic Markets , v 14 , n 10 , p 403+

October 1997

**Document Type:** Journal; Company Overview **ISSN:** 0957-1515 ( United Kingdom )

**Language:** English **Record Type:** Fulltext

**Word Count:** 3163 (USE FORMAT 7 OR 9 FOR FULLTEXT)

#### TEXT:

...sophisticated computer systems are used to analyse the information received through Clubcard, enabling Tesco to **target promotions** and offers directly to **customers** and to introduce initiatives and services relevant to their needs. Following the success of Clubcard...

...budget. Additionally it earns interest on cash balances and includes an overdraft facility at competitive **rates**. In February 1997, Tesco took a further step into **financial** services when it formed a joint-venture with the Royal Bank of Scotland to offer...

32/5/1 (Item 1 from file: 350) [Links](#)

Fulltext available through: [Order File History](#)

Derwent WPIX

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0008214537 & & *Drawing available*

WPI Acc no: 1997-319376/199729

Related WPI Acc No: 1993-133968; 1993-272389; 1994-126691; 1994-217345; 1995-075345; 1995-089514; 1995-245971; 1995-320125; 1997-086935; 1997-235479; 1997-372348; 1997-424447; 1997-502622; 1997-558442; 2001-624573; 2002-009654; 2002-214992; 2002-360410; 2002-672991; 2006-144175; 2006-351272

XRPX Acc No: N1997-264427

**Targeted customer promotion system at retail store - has processor associated with memory and responsive to presentation of customer's identification code at POS for generating incentive signals**

Patent Assignee: CREDIT VERIFICATION CORP (CRED-N)

Inventor: DEATON D W; GABRIEL R G



Patent Family ( 1 patents, 1 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 5638457	A	19970610	US 1989345475	A	19890501	199729	B
			US 1992826255	A	19920124		
			US 1992886383	A	19920519		
			US 199363413	A	19930517		
			US 1994178056	A	19940228		

Priority Applications (no., kind, date): US 1989345475 A 19890501; US 1992826255 A 19920124; US 1992886383 A 19920519; US 199363413 A 19930517; US 1994178056 A 19940228

Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
US 5638457	A	EN	78	18	Continuation of application	US 1989345475
					C-I-P of application	US 1992826255
					Continuation of application	US 1992886383
					Continuation of application	US 199363413

### Alerting Abstract US A

The system includes terminals for entering a **customer's** identification code, along with **customer transaction** data including at least dollar volume for a sales **transaction**, at a number of points-of-sale in the retail store. A memory is coupled to the terminals for storing a database of a number of previously entered **customer** identification codes and **transaction** data from a number of prior shopping visits by the **customers** over a period of time. A processor is associated with the memory and responsive to the presentation of the customer's identification code at a point-of-sale for generating incentive signals representative of specific customer's dollar volume histories prior to the current visit.

A printer prints incentives at the point-of-sale during a customer's checkout having values responsive to the incentive signals. The value of the incentives is related to the specific customer's dollar volume history prior to the current visit and redeemable at a future time in **order** to attract the **customer** to return to the retail store.

USE/ADVANTAGE - For processing and developing local customer database of customer information such as check verification status, purchase volume over specific intervals for marketing etc purposes. Allows target marketing activities to be combined with check verification system.

**Title Terms** /Index Terms/Additional Words: CUSTOMER; PROMOTE; SYSTEM; RETAIL; STORAGE; PROCESSOR; ASSOCIATE; MEMORY; RESPOND; PRESENT; IDENTIFY; CODE; POS; GENERATE; SIGNAL; DATA; COMMUNICATION; NETWORK; MODEM

### Class Codes

International Patent Classification

IPC	Class Level	Scope	Position	Status	Version Date
G06Q-0030/00	A	I		R	20060101
G07F-0017/42	A	I		R	20060101
<b>G07G-0001/00</b>	A	I		R	20060101

<b>G07G-0001/12</b>	A	I		R	20060101
<b>G07G-0001/14</b>	A	I		R	20060101
G06Q-0030/00	C	I		R	20060101
G07F-0017/00	C	I		R	20060101
<b>G07G-0001/00</b>	C	I		R	20060101
<b>G07G-0001/12</b>	C	I		R	20060101
<b>G07G-0001/14</b>	C	I		R	20060101

**ECLA:** G06Q-030/00A, G07F-017/42, G07G-001/00, G07G-001/12, G07G-001/14B

**US Classification, Current Main:** 382-100000; Secondary: 705-014000

**US Classification, Issued:** 382100, 395214

File Segment: EPI;

DWPI Class: T01; T04; T05

Manual Codes (EPI/S-X): T01-J05A1; T04-A03B1; T04-G; T05-L01A; T05-L01D

36/5/4 (Item 4 from file: 350) [Links](#)

Fulltext available through: [Order File History](#)

Derwent WPIX

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0009181748 & & *Drawing available*

WPI Acc no: 1999-105436/199909

Related WPI Acc No: 2001-564581; 2006-260101

XRPX Acc No: N1999-076167

**Targeted discount offering system for customers - allows special offer for one brand of product per defined category**

Patent Assignee: MICRO ENHANCEMENT INT (MICR-N)

Inventor: DAY L J; KNUTSON T; WEINKAUF M S

Patent Family ( 1 patents, 1 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 5857175	A	19990105	US 1995514467	A	19950811	199909	B

Priority Applications (no., kind, date): US 1995514467 A 19950811

Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
US 5857175	A	EN	42	22	

**Alerting Abstract US A**

The system (10) makes use of computer (12) which includes database containing **customer account** information and special offers. The **special** offer includes at least one **targeted** offer which is presented to selected **customer accounts** on basis of targeting parameters. Several **customer** cards with machine readable

card information indicates identification of card with particular **customer account**. A **customer** interface in communication with computer, transfers data. A card reader in interface reads machine readable card information from the **customer** card. A customised **customer** offer list available to particular **customer account**, is generated.

An offer communicator communicates customer offer list to generated customer. A check-out with card reader for reading customer card presents purchased item information indicating items purchased by customer. Information from customised customer offer list is sent to one check-out. Customer purchase information which indicates purchased items via check-out, is collected. **Customer account** information is edited to reflect items purchased by **customer**. Categories of products are defined and provided, thereby permitting special offer for one brand of product per category.

ADVANTAGE - Allows manufacturer to select consumer obtaining maximum discount. Provides paperless coupon system that tracks consumer purchasing behaviour.

**Title Terms** /Index Terms/Additional Words: DISCOUNT; OFFER; SYSTEM; CUSTOMER; ALLOW; SPECIAL; ONE; BRAND; PRODUCT; PER; DEFINE; CATEGORY

#### Class Codes

##### International Patent Classification

IPC	Class Level	Scope	Position	Status	Version Date
G06F-017/60			Main		"Version 7"

**ECLA:** G06Q-030/00A

**US Classification, Issued:** 70514, 70510

File Segment: EPI;

DWPI Class: T01; T05

Manual Codes (EPI/S-X): T01-G11C; T01-J05A; T01-J05B4P; T05-H02C5C; T05-L01B; T05-L01D; T05-L01X

41/5/1 (Item 1 from file: 2) [Links](#)

Fulltext available through: [STIC Full Text Retrieval Options](#)

INSPEC

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06719018

**Title:** Advanced mail equipment pushes the envelope

**Author** Ford, C.

**Author Affiliation:** Bell &, Durham, NC, USA

**Journal:** Managing Office Technology Magazine vol.42, no.9 p. 48-9

**Publisher:** Penton Publishing ,

**Publication Date:** Sept. 1997 **Country of Publication:** USA

**CODEN:** MOTEE3 **ISSN:** 1070-4051

**SICI:** 1070-4051(199709)42:9L:48:AMEP;1-H

**Material Identity Number:** E363-97009

**U.S. Copyright Clearance Center Code:** 1070-4051/97/\$1.25+.60

**Language:** English **Document Type:** Journal Paper (JP)

**Treatment:** Practical (P)

**Abstract:** For many companies, mail has become the last "touch point" with **customers**. Mail provides an opportunity to communicate through targeted **promotional** materials strategically inserted with **customer** statements. Today document processing technology-such as inserting machines, **sorting** equipment, and a host of new software solutions-helps companies better differentiate their mail to ensure the right messages always reach the right customers. ( 0 Refs)

**Subfile:** D

**Descriptors:** mailing systems

**Identifiers:** document processing; inserting machines; sorting; mail equipment; envelope

**Class Codes:** D3025 (Mailroom systems)

Copyright 1997, IEE

41/5/28 (Item 9 from file: 583) [Links](#)

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06295073

**Junk mail will do nicely**

UK: INNOVATIVE EXPERIMENT BY AMERICAN EXPRESS

Sunday Times ( ST ) 15 Apr 1996 p.5.13

**Language:** ENGLISH

American Express (Amex) has conducted tests since July 1995 in Britain in **order** to **target** its **customers** with **special** offers which are designed to **match** buying habits of the cardholders. The company, using a technique known as micro-marketing and thanks to specifically designed computer models, sends a different page of offers to each cardholder to maximise the percentage of response to promotions. The early results of the experiment have shown for instance that the percentage of response for a car rental offer increased to 9.32% when the offer was sent to specific cardholders compared with 0.06% when it was sent to cardholders who did not have customised statements. Amex expects to satisfy better its two sets of customers, its cardholders and its 4mn merchants, thanks to this innovation.

**Company:** AMEX; AMERICAN EXPRESS

**Product:** Credit Card Services (6020CC); Nonbank Credit Card Firms (6141);

**Event:** Companies Activities (10); Marketing Procedures (24);

**Country:** United Kingdom (4UK); United States (1USA);

## B. Additional Resources Searched

[Financial Times FullText (via ProQuest): No significant results.

Internet & Personal Computing Abstracts (via EBSCOhost): No significant results.

## **II. Inventor Search Results from Dialog**

No results.

### **III. Text Search Results from Dialog**

#### **A. Full-Text Databases**

[File 348] **EUROPEAN PATENTS** 1978-200911

(c) 2009 European Patent Office. All rights reserved.

[File 349] **PCT FULLTEXT** 1979-2009/UB=20090219|UT=20090212

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[File 15] **ABI/Inform(R)** 1971-2009/Mar 23

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[File 16] **Gale Group PROMT(R)** 1990-2009/Mar 03

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*\*File 16: UD/banner does not reflect last processed date*

[File 148] **Gale Group Trade & Industry DB** 1976-2009/Mar 11

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*\*File 148: The CURRENT feature is not working in File 148. See HELP NEWS148.*

[File 160] **Gale Group PROMT(R)** 1972-1989

(c) 1999 The Gale Group. All rights reserved.

[File 275] **Gale Group Computer DB(TM)** 1983-2009/Feb 27

(c) 2009 Gale/Cengage. All rights reserved.

[File 621] **Gale Group New Prod. Annou.(R)** 1985-2009/Feb 17

(c) 2009 Gale/Cengage. All rights reserved.

[File 9] **Business & Industry(R)** Jul/1994-2009/Mar 23

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[File 20] **Dialog Global Reporter** 1997-2009/Mar 25

(c) 2009 Dialog. All rights reserved.

[File 610] **Business Wire** 1999-2009/Mar 25

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*\*File 610: File 610 now contains data from 3/99 forward. Archive data (1986-2/99) is available in File 810.*

[File 613] **PR Newswire** 1999-2009/Mar 25

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*\*File 613: File 613 now contains data from 5/99 forward. Archive data (1987-4/99) is available in File 813.*

[File 624] **McGraw-Hill Publications** 1985-2009/Mar 25

(c) 2009 McGraw-Hill Co. Inc. All rights reserved.

[File 636] **Gale Group Newsletter DB(TM)** 1987-2009/Mar 04

(c) 2009 Gale/Cengage. All rights reserved.

[File 634] **San Jose Mercury** Jun 1985-2009/Mar 24

(c) 2009 San Jose Mercury News. All rights reserved.

[File 810] **Business Wire** 1986-1999/Feb 28  
(c) 1999 Business Wire . All rights reserved.

[File 813] **PR Newswire** 1987-1999/Apr 30  
(c) 1999 PR Newswire Association Inc. All rights reserved.

[File 570] **Gale Group MARS(R)** 1984-2009/Mar 03  
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[File 635] **Business Dateline(R)** 1985-2009/Mar 25  
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[File 387] **The Denver Post** 1994-2009/Mar 23  
(c) 2009 Denver Post. All rights reserved.

[File 471] **New York Times Fulltext** 1980-2009/Mar 24  
(c) 2009 The New York Times. All rights reserved.

[File 492] **Arizona Repub/Phoenix Gaz** 19862002/Jan 06  
(c) 2002 Phoenix Newspapers. All rights reserved.

*\*File 492: File 492 is closed (no longer updating). Use Newsroom, Files 989 and 990, for current records.*

[File 494] **St LouisPost-Dispatch** 1988-2009/Mar 22  
(c) 2009 St Louis Post-Dispatch. All rights reserved.

[File 631] **Boston Globe** 1980-2009/Mar 24  
(c) 2009 Boston Globe. All rights reserved.

[File 633] **Phil.Inquirer** 1983-2009/Mar 24  
(c) 2009 Philadelphia Newspapers Inc. All rights reserved.

[File 638] **Newsday/New York Newsday** 1987-2009/Mar 22  
(c) 2009 Newsday Inc. All rights reserved.

[File 640] **San Francisco Chronicle** 1988-2009/Mar 22  
(c) 2009 Chronicle Publ. Co. All rights reserved.

[File 641] **Rocky Mountain News** Jun 1989-2009/Jan 16  
(c) 2009 Scripps Howard News. All rights reserved.  
*\*File 641: This file has ceased updating*

[File 702] **Miami Herald** 1983-2009/Mar 25  
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[File 703] **USA Today** 1989-2009/Mar 24  
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[File 704] **(Portland)The Oregonian** 1989-2009/Mar 23  
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[File 713] **Atlanta J/Const.** 1989-2009/Mar 08  
(c) 2009 Atlanta Newspapers. All rights reserved.

[File 714] **(Baltimore) The Sun** 1990-2009/Mar 22  
(c) 2009 Baltimore Sun. All rights reserved.

[File 715] **Christian Sci.Mon.** 1989-2009/Mar 24  
(c) 2009 Christian Science Monitor. All rights reserved.

[File 725] **(Cleveland)Plain Dealer** Aug 1991-2009/Mar 23  
(c) 2009 The Plain Dealer. All rights reserved.

[File 735] **St. Petersburg Times** 1989- 2009/Mar 20  
(c) 2009 St. Petersburg Times. All rights reserved.

[File 477] **Irish Times** 1999-2009/Mar 25  
(c) 2009 Irish Times. All rights reserved.

[File 710] **Times/Sun.Times(London)** Jun 1988-2009/Mar 24  
(c) 2009 Times Newspapers. All rights reserved.

[File 711] **Independent(London)** Sep 1988-2006/Dec 12  
(c) 2006 Newspaper Publ. PLC. All rights reserved.

*\*File 711: This file does not update. See NewsRoom for full daily coverage from many European sources.*

[File 756] **Daily/Sunday Telegraph** 2000-2009/Mar 24  
(c) 2009 Telegraph Group. All rights reserved.

[File 757] **Mirror Publications/Independent Newspapers** 2000-2009/Mar 25  
(c) 2009. All rights reserved.

```
; d s
Set      Items  Description
S1      477401  S (COINCID??? OR CORRESPOND? OR MATCH OR MATCHED OR
MATCHING OR MATING OR PAIR OR PAIRED OR PAIRS OR PAIRING OR
TARGET???) (5N) (DISCOUNT OR DISCOUNTS OR INCENTIVE OR INCENTIVES OR
REBATE OR REBATES OR MONEYBACK OR (MONEY OR KICK OR CASH OR PERCENT
OR %) () (BACK OR OFF) OR CASHBACK OR BONUS?? OR REWARD OR REWARDS OR
GIFT OR GIFTS OR PROMOTION? OR LOYALTY()POINTS OR KICKBACK OR FREE OR
KICKBACKS OR (CUT OR LOWER?? OR REDUC? OR HALF) (3N) (PRICE OR PRICED)
OR HALFPRIce OR HALFPRIcED OR SPECIAL OR COUPON OR COUPONS)
S2      48506   S S1 (10N) (BUYER OR BUYERS OR PURCHASER OR
PURCHASERS OR CONSUMER OR CONSUMERS OR PATRON OR PATRONS OR CUSTOMER
OR CUSTOMERS OR CLIENT OR CLIENTS OR SHOPPER OR SHOPPERS OR USER OR
USERS OR MEMBER OR MEMBERS)
S3      3445219 S (RANK??? OR RATE? ? OR RATING OR SCOR??? OR
WEIGHT???) (10N) (TRANSACTION? ? OR CHECKING OR INVESTMENT? ? OR
INVESTING OR DEPOSIT??? OR FINANCIAL OR ACCOUNT? ? OR TRADING OR
HOLDING? ? OR RANGE? ? OR LIMIT? ? OR ACTIVITY)
S4      6256277 S (ORDER??? OR ARRANG??? OR SORT??? OR GROUP??? OR
CATEGORIZ? OR CATEGORIS? OR CLASSIFY??? OR CLASSIF??? OR SEGMENT?)
(10N) (BUYER OR BUYERS OR PURCHASER OR PURCHASERS OR CONSUMER OR
CONSUMERS OR PATRON OR PATRONS OR CUSTOMER OR CUSTOMERS OR CLIENT OR
CLIENTS OR SHOPPER OR SHOPPERS OR USER OR USERS OR MEMBER OR MEMBERS)
```



S5 1194685 S (BUYER OR BUYERS OR PURCHASER OR PURCHASERS OR CONSUMER OR CONSUMERS OR PATRON OR PATRONS OR CUSTOMER OR CUSTOMERS OR CLIENT OR CLIENTS OR SHOPPER OR SHOPPERS OR USER OR USERS OR MEMBER OR MEMBERS) (5N) (INCOME OR AGE OR GENDER OR OCCUPATION OR EDUCATION OR LOCATION OR (ZIP OR AREA) ( ) CODE? ? OR FAMILY()SIZE OR DEMOGRAPHIC?)

S6 0 S AU=(PLIHA, R? OR PLIHA R? OR PLIHA (1N) (R OR ROBERT OR ROB OR BOB))

S7 225670 S IC=(G06F OR G07G)

S8 332 S S2 (S) S3

S9 117 S S8 (S) (S4 OR S5)

S10 29 S S9 FROM 348, 349

S11 3 S S10 NOT AY>1998

S12 26 S S10 NOT S11

S13 0 S S12 NOT PY>1998

S14 60 S S8 FROM 348, 349

S15 272 S S8 NOT S14

S16 43 S S15 NOT PY>1998

S17 34 RD (unique items)

11/3K/1 (Item 1 from file: 348) [Links](#)

Fulltext available through: [Order File History](#)

EUROPEAN PATENTS

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01888484

**Systems and methods for secure transaction management and electronic rights protection**

Systeme und Verfahren zur gesicherten Transaktionsverwaltung und elektronischem Rechtsschutz

Systemes et procedes de gestion de transactions securisees et de protection de droits electroniques

#### Patent Assignee:

- **Intertrust Technologies Corp.;** (2434320)  
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(Applicant designated States: all)

#### Inventor:

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**Legal Representative:**• **Smith, Norman Ian et al (36041)**

fJ CLEVELAND 40-43 Chancery Lane; London WC2A 1JQ; (GB)

	Country	Number	Kind	Date	
Patent	EP	1526472	A2	20050427	(Basic)
	EP	1526472	A3	20060726	
Application	EP	2004078254		19960213	
Priorities	US	388107		19950213	

**Designated States:**

AT; BE; CH; DE; DK; ES; FR; GB; GR; IE;

IT; LI; LU; MC; NL; PT; SE;

**Related Parent Numbers: Patent (Application):**EP 861461 (EP 96922371)**International Patent Class (V7):** G06F-017/60; G06F-009/46

IPC	Level	Value	Position	Status	Version	Action	Source	Office
G06F-0001/00	A	I	F	B	20060101	20060616	H	EP
G06F-0009/46	A	I	L	B	20060101	20050309	H	EP

**Abstract Word Count:** 151**NOTE:** 75**NOTE: Figure number on first page:** 75

Type	Pub. Date	Kind	Text
------	-----------	------	------

Publication: English

Procedural: English

Application: English

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200517	355
SPEC A	(English)	200517	167222
Total Word Count (Document A) 167604			
Total Word Count (Document B) 0			
Total Word Count (All Documents) 167604			

**Specification:** ...content and/or appliance usage;

(2) Secure flexible means for enabling compensation and/or billing **rates** for content and/or appliance usage, including electronic credit and/or currency mechanisms for payment...tamper resistance and concealment of VDE control process execution and related data storage activities. Employing **special** purpose semiconductor packaging techniques can significantly contribute to the degree of security. Concealment and tamper...522 and/or the processing arrangement within SPU 500.

Pattern Matching Engine 624

Optional pattern **matching** engine 524 may provide **special** purpose hardware for performing pattern **matching** functions. One of the functions SPU 500 may perform is to validate/authenticate VDE objects...

17/3,K/1 (Item 1 from file: 15) [Links](#)

ABI/Inform(R)

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01144291 97-93685

**Sector takes unexpected forth**

Anonymous

Chain Store Age (Section 3)Consumer Enhancement & Development Supplement pp: 52-53

Jan 1996

**ISSN:** 0193-1199 **Journal Code:** CSA

**Word Count:** 761

**Text:**

...recapping at this chain includes a detailed analysis of sales uptake, margin and return on **investment** by item.

What's dragging down the sector's marketing **score** however, is mass merchants' rudimentary efforts in database analytics. None stand out as a Coopers...

...and loyalty-club members. The retailer also keeps a database on its junior program for **shoppers'** kids and **targets** their parents with exclusive **promotions**.

17/3,K/4 (Item 4 from file: 15) [Links](#)

ABI/Inform(R)

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00352792 87-11626

**Where There's a Telephone, Now There's a Bank**

Rieman, Mark A.

Bank Administration v63n2 pp: 40-41

Feb 1987

**ISSN:** 0024-9823 **Journal Code:** BAD

**Abstract:**

...banks. Smartline provides both outgoing marketing-call services and incoming-call retail support through toll-**free** lines **corresponding** to **client** institutions. Backed up by computers that can access as much information as the client wishes...

...personnel can open accounts, take loan applications, and provide up-to-the-minute information on **rates**, branch hours, or even **account** balances. Because the human factor is critical to this one-on-one service, the company...

17/3,K/5 (Item 5 from file: 15) [Links](#)

ABI/Inform(R)

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00142290 81-12122

**Annual Report 1980: Office of District Banks**

Silkensen, James R.

Federal Home Loan Bank Board Journal v14n4 pp: 8-10

Apr 1981

**Journal Code:** FHL

**Abstract:**

...were 4,248 member institutions. During 1980, record levels of regular advance funds were provided. **Members** were also assisted through a **special targeted** advance program and the payout of maximum dividends, which were bolstered by a \$50 million...

...processing services were developed, which provided members with an efficient alternative for processing the NOW **account** drafts. The rapid increase in interest **rates** during the second half of 1980 resulted in lower Bank System net income. Funds to...

17/3,K/7 (Item 2 from file: 16) [Links](#)

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04430364 **Supplier Number:** 46500181

**GEA - Company Report**

Investext , p 1-29

June 28 , 1996

**Language:** English **Record Type:** Abstract

**Document Type:** Magazine/Journal ; Trade

**Abstract:**

...compared with just 17 four years ago. Tables in report: Stock Price, Earnings Data And **Rating** 1995-98; Preference Shares **Financial** Data 1995-98;

Market Capitalisation And **Free** Float 1996; **Target** Prices 1996; Risk-Adjusted Returns 1997; Profile Of Board **Members**; Ten-Year Record 1986-95; Sales By Division 1994-98; Power Technology: Subsidiaries; Thermal Technology...

17/3,K/8 (Item 3 from file: 16) [Links](#)

Gale Group PROMT(R)

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04345659 **Supplier Number:** 46373372 (USE FORMAT 7 FOR FULLTEXT)

#### **AUVE SURVEY: TELEFONICA's INFOVIA ONLINE SERVICE NOT UP TO SCRATCH**

Computergram International , n 2909 , p N/A

May 9 , 1996

**Language:** English **Record Type:** Fulltext

**Document Type:** Newswire ; Trade

**Word Count:** 283

**Supplier Number:** (USE FORMAT 7 FOR FULLTEXT)

#### **Text:**

...has been requested and the lack of technical information offered by the network operator. Current **rates** for information providers **range** from a minimum of \$3,600 (\$2,160 sign-up charge plus \$1,440 monthly...

...service and this becoming operative. The information providers also gave a low rating to the **user** software that Telefonica has distributed **free** of charge to **coincide** with the launch of the on-line service.

17/3,K/9 (Item 4 from file: 16) [Links](#)

Gale Group PROMT(R)

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04086332 **Supplier Number:** 45952964

#### **Streit um Rabatte f r Telekom-Gro kunden**

Handelsblatt , p 13

Nov 21 , 1995

**Language:** German; NONENGLISH **Record Type:** Abstract

**Document Type:** Magazine/Journal ; Trade

#### **Abstract:**

...and lower rates for long-distance calls, Deutsche Telekom AG is planning to reduce telephone **rates** for major **accounts** by up to 43% effective from 1 January 1996. The move is to retain this profitable **customer** group. The

**discount** system planned is **targeting** the market segment of corporate networks and thus one of the first fields in which...

17/3,K/10 (Item 5 from file: 16) [Links](#)

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03212572 **Supplier Number:** 44405172 (USE FORMAT 7 FOR FULLTEXT)

### **Salary Lowdown**

Snack Food , p 51

Feb , 1994

**Language:** English **Record Type:** Fulltext

**Document Type:** Magazine/Journal ; Trade

**Word Count:** 1910

-

...operations, sales and human resources staffs. Data omitted from Executive Compensation table: board of director **member**, equity position in company, eligible for **bonus** or other cash, **target bonus** amount, actual **bonus** earned, other cash compensation paid and years in position with company. Data omitted from other tables: total number of job incumbents, average tenure, average hourly **rate range** minimum, median hourly **rate**, average hourly **rate range** maximum, and 2nd- and 3rd-shift differential.

Executive Compensation

Executive compensation survey results are summarized...

17/3,K/11 (Item 6 from file: 16) [Links](#)

Gale Group PROMT(R)

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03092253 **Supplier Number:** 44213363

### **Madison Avenue Update/October - Industry Report**

Investext , v 0 , n 0 , p 1-23

Nov 3 , 1993

**Language:** English **Record Type:** Abstract

**Document Type:** Magazine/Journal ; Trade

### **Abstract:**

...and handed to the shopper for use on a return trip to the store) as **consumer** packaged goods manufacturers seek better deals via **targeted** and cost-effective **promotional** strategies. WPP Group agency Ogilvy & Mather has been affected by **client** defections. Lintas' Interpublic Group agency

witnessed the loss of several high-profile clients (Diet Coke...

...is seeking a new agency (its fourth in about five years) for its \$100 million **account**.

Tables in report: Stock Price, Earnings Data & **Rating** By Co. 1992-94; Stock Price Performance Data By Company 1991-93; Price And Valuation...

17/3,K/12 (Item 1 from file: 148) [Links](#)

Gale Group Trade & Industry DB

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09902144 **Supplier Number:** 20045396 (USE FORMAT 7 OR 9 FOR FULL TEXT )

**Tesco: going from strength to strength. (includes related articles on Tesco's company history and new body fragrance and hair care products)**

European Cosmetic Markets , n10 , p403(6)

Oct , 1997

ISSN: 0957-1515

**Language:** English

**Record Type:** Fulltext

**Word Count:** 3379 **Line Count:** 00295

...budget. Additionally it earns interest on cash balances and includes an overdraft facility at competitive **rates**. In February 1997, Tesco took a further step into **financial** services when it formed a joint-venture with the Royal Bank of Scotland to offer...

17/3,K/13 (Item 2 from file: 148) [Links](#)

Gale Group Trade & Industry DB

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08160519 **Supplier Number:** 17485059 (USE FORMAT 7 OR 9 FOR FULL TEXT )

**Battling for the wallet. (increasing profits and market share)**

Mendonca, Lenny; McCallum, Gordon D.

McKinsey Quarterly , n2 , p76(17)

Spring , 1995

ISSN: 0047-5394

**Language:** English

**Record Type:** Fulltext; Abstract

**Word Count:** 6154 **Line Count:** 00517

...status (payment profile and credit score). This information can be rapidly sorted and prioritized for **targeted promotion** to **customer** segments

with high potential, allowing the retailer to determine what kinds of catalog to mail...

17/3,K/14 (Item 3 from file: 148) [Links](#)

Gale Group Trade & Industry DB

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06090125 **Supplier Number:** 12429128 (USE FORMAT 7 OR 9 FOR FULL TEXT )

**METROMEDIA COMMUNICATIONS INTRODUCES "EXACTCALL" FAMILY OF PRODUCTS  
-- OFFERS BUSINESSES AUTOMATICALLY CUSTOMIZED DISCOUNT**

PR Newswire , 0805A6953

August 5 , 1992

**Language:** ENGLISH

**Record Type:** FULLTEXT

**Word Count:** 711 **Line Count:** 00061

...does it on a monthly basis so the customer always gets the most cost-effective **rates**."

Unlike other companies' plans, which **limit** special discounts to specific phone numbers, or to one or two interstate area codes, ExactCall...

17/3,K/15 (Item 4 from file: 148) [Links](#)

Gale Group Trade & Industry DB

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05826216 **Supplier Number:** 12073617 (USE FORMAT 7 OR 9 FOR FULL TEXT )

**Discounting in the hotel industry: a new approach. (room rates discounts)(includes related article - airlines) (Marketing) (Cover Story)**

Hanks, Richard D.; Cross, Robert G.; Noland, R. Paul

Cornell Hotel & Restaurant Administration Quarterly , v33 , n1 , p15(9)

Feb , 1992

**Document Type:** Cover Story

ISSN: 0010-8804

**Language:** ENGLISH

**Record Type:** FULLTEXT

**Word Count:** 4528 **Line Count:** 00366

...additional resources, that cost is quickly outweighed by additional revenue that can be gained from **targeted discount** offers and preventing trade down.

**Customer** complaints. **Customer** service is clearly an issue with fenced



rates, especially when customers cannot meet restrictions or...

17/3,K/16 (Item 5 from file: 148) [Links](#)  
Gale Group Trade & Industry DB  
(c) 2009 Gale/Cengage. All rights reserved.  
05589070 **Supplier Number:** 11710385 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
**Beyond flexibility: building and managing the dynamically stable organization.**

Boynton, Andrew C.; Victor, Bart  
California Management Review , v34 , n1 , p53(14)  
Fall , 1991  
ISSN: 0008-1256  
**Language:** ENGLISH  
**Record Type:** FULLTEXT; ABSTRACT  
**Word Count:** 5937 **Line Count:** 00511

...rapidly to acquire other bank's portfolios and credit cards, adjust rates and prices, and **target** specific **customer** niches in **promotional** campaigns largely because of its continuing investment in general purpose information processing capabilities. These systems...

17/3,K/17 (Item 6 from file: 148) [Links](#)  
Gale Group Trade & Industry DB  
(c) 2009 Gale/Cengage. All rights reserved.  
05232130 **Supplier Number:** 13605902 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
**Price discrimination and the financial aid process. (includes related articles)**

Bishop, Paul C.; Colwell, Peter F.  
Illinois Business Review , v48 , n2 , p3(6)  
Summer , 1991  
ISSN: 0019-1922  
**Language:** ENGLISH  
**Record Type:** FULLTEXT; ABSTRACT  
**Word Count:** 4742 **Line Count:** 00378

...those on the investment in education) at a high rate. It is precisely toward such **consumers** that price **discounts** are most profitably **targeted**.  
On a modest scale, it may be possible to hide resources

17/3,K/18 (Item 7 from file: 148) [Links](#)  
Gale Group Trade & Industry DB  
(c) 2009 Gale/Cengage. All rights reserved.  
03112146    **Supplier Number:** 04677135

**I'd rather switch than fight. (stealing customers from the competition)**

Raphel, Murray  
Direct Marketing , v49 , n10 , p126(2)  
Feb , 1987  
ISSN: 0012-3188  
**Language:** ENGLISH  
**Record Type:** ABSTRACT

**Abstract:** ...are then sent coupons. Companies that have used this strategy report that their coupon redemption **rates** are in the 15 to 30 percent **range**.

**Abstract:**

17/3,K/19 (Item 1 from file: 160) [Links](#)  
Gale Group PROMT(R)  
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01941749

**Campaign sets the stage for product debut**

Bank Advertising News   May 30, 1988   p. 1,8  
**ISSN:** 0274-7111

...American' statement and telephone transfer service. The print and radio effort promotes its new 'Bonus **Checking**' **accounts** which pay a tiered **rate** of 5.12% on a \$500 balance and 5.21% on \$2,500. Customers must...

...ads featuring line drawings of a child writing a letter about American Savings' new services. **Customers** being **targeted** already have **Bonus** Checking.

17/3,K/20 (Item 2 from file: 160) [Links](#)  
Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rights reserved.  
01828081

**Chemical's play for the lower end**

Crain's New York Business December 7, 1987 p. 20  
ISSN: 8756-789X

Chemical Bank is introducing a low-cost banking product for its lower-income **customers**, called '**Special** Banking,' which is **targeted** for New York, NY, households earning less than \$25,000/yr. The market for Special...

...Special Banking is designed to complement another Chemical Bank product, called ChemPlus, which offers preferred **rates** on linked savings, **checking** and credit **accounts** to middle-income consumers. Chemical Bank also introduced StudentPlus, which is targeted to college students...

17/3,K/21 (Item 1 from file: 275) [Links](#)

Gale Group Computer DB(TM)

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01631867 **Supplier Number:** 14822335 (Use Format 7 Or 9 For FULL TEXT )

**Vector signal analyzers for difficult measurements on time-varying and complex modulated signals.**  
**(HP's 894xxA signal analyzers) (Technical)**

Blue, Kenneth J.; Cutler, Robert T.; O'Brien, Dennis P.; Wagner, Douglas R.; Zarlingo, Benjamin R.

Hewlett-Packard Journal , v44 , n6 , p6(11)

Dec , 1993

**Document Type:** Technical

ISSN: 0018-1153

**Language:** ENGLISH **Record Type:** FULLTEXT; ABSTRACT

**Word Count:** 9831 **Line Count:** 00793

...wanting variable information bandwidth has to do with selecting a span, or equivalently, a sample **rate**. With swept analyzers there aren't any **limits** on the selection of span. The **user** is **free** to choose any startstop frequency **pair**. This has not been true for instruments using FFTs to compute the spectrum. In these...

17/3,K/23 (Item 2 from file: 9) [Links](#)

Business & Industry(R)

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01219678 **Supplier Number:** 23814726 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**American Home Products--global ambitions**

**( Sales of American Home Products' non-Rx-bound products in Brazil totaled US\$85+ mil in 1996 )**

OTC LatinA , n 21 , p 277+

March 1997

**Document Type:** Newsletter; Company Overview **ISSN:** 1360-4619 ( United Kingdom )

**Language:** English **Record Type:** Fulltext

**Word Count: 3446 (USE FORMAT 7 OR 9 FOR FULLTEXT)**

**TEXT:**

...company's ethical division, Ayerst-Hormona, in Colombia.

Turning to dermatologicals, the anti-dandruff shampoo **range**, Denorex, generated sales of over \$5mn in 1996, **ranking** third in the category with almost 20% of turnover. As in most other markets, the...

...company has global experience of mass media advertising for the product and could reap considerable **rewards** from being the first to **target consumers** directly. Another possible switch candidate is the company's miconazole-based antifungal, Miracol, which is...

17/3,K/24 (Item 1 from file: 20) [Links](#)  
Dialog Global Reporter  
(c) 2009 Dialog. All rights reserved.  
03239406 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Endless ice cubes**

GROCER  
October 17, 1998  
**Journal Code:** FGCR **Language:** English **Record Type:** FULLTEXT  
**Word Count:** 119  
(USE FORMAT 7 OR 9 FOR FULLTEXT)

...the run up to Christmas and we expect to see a substantial increase in the **rate** of sale as a result of the **activity**.'

17/3,K/25 (Item 2 from file: 20) [Links](#)  
Dialog Global Reporter  
(c) 2009 Dialog. All rights reserved.  
03027526  
**Peapod Ranked Fifth in E-Commerce by Internet World**

PR NEWSWIRE  
October 06, 1998  
**Journal Code:** WPRW **Language:** English **Record Type:** FULLTEXT

**Word Count:** 417

-

...000 members. Peapod is also a leading provider of targeted media and research services to **consumer** goods companies, offering its unique medium for **targeting promotions** and advertising at the point of purchase and conducting cost-effective research. /CONTACT: John C...

17/3,K/26 (Item 3 from file: 20) [Links](#)

Dialog Global Reporter

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02836147

**DCR Initiates Debt Ratings for FIRSTPLUS Financial Group, Inc. and Adds to Rating Watch - Developing**

PR NEWSWIRE

September 16, 1998

**Journal Code:** WPRW **Language:** English **Record Type:** FULLTEXT

**Word Count:** 622

-

...percent of the loan run-off rate and implemented relatively high (currently, approximately 19 percent) **discount** rates. Reliance on **correspondent** originations has been reduced as direct-to-**consumer** originations (primarily telemarketing) have increased to 55 percent of total originations for the three months...

17/3,K/27 (Item 1 from file: 636) [Links](#)

Gale Group Newsletter DB(TM)

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02662197 **Supplier Number:** 45395287 (USE FORMAT 7 FOR FULLTEXT)

**POS Watch EFT Networks Bump Up POS On Their Priority Lists**

Bank Network News , p N/A

March 12 , 1995

**Language:** English **Record Type:** Fulltext

**Document Type:** Newsletter ; Trade

**Word Count:** 627

**Supplier Number:** (USE FORMAT 7 FOR FULLTEXT)

**Text:**

...Dallas/Fort Worth last year. The commercials increased POS awareness but failed to spur consumer **activity**, Paur says. Another network giving more marketing **weight** to retailers is Cash Station, as executives look to diversify the network's merchant base...

...But even with networks tailoring their marketing to attract new merchants, some players are finding **consumer promotions** also reach retailers. "We're **targeting** more of our advertising for POS, and while the **consumer** sees it, so does the merchant," says Richard Lyons, Most chief operating officer. "It helps..."

17/3,K/28 (Item 1 from file: 570) [Links](#)  
Gale Group MARS(R)  
(c) 2009 Gale/Cengage. All rights reserved.  
01028890 **Supplier Number:** 40398418  
**Campaign sets the stage for product debut**

Bank Advertising News , v 12 , n 38 , p 1,8  
May 30 , 1988  
**ISSN:** 0274-7111  
**Language:** English **Record Type:** Abstract  
**Document Type:** Magazine/Journal ; Trade

**Abstract:**

...American' statement and telephone transfer service. The print and radio effort promotes its new 'Bonus **Checking**' **accounts** which pay a tiered **rate** of 5.12% on a \$500 balance and 5.21% on \$2,500. Customers must...

...ads featuring line drawings of a child writing a letter about American Savings' new services. **Customers** being **targeted** already have **Bonus** Checking.

17/3,K/29 (Item 1 from file: 635) [Links](#)  
Business Dateline(R)  
(c) 2009 ProQuest Info&Learning. All rights reserved.  
0167886 90-51116  
**Memphis-Area Advertising Agencies: Ranked by Number of Full-Time Equivalent Employees**

Hansen, Bruce; Shepard, Scott  
Memphis Business Journal ( Memphis , TN , US ) , V 12 N 20 s 2 p 34  
**Publication Date:** 901001  
**Word Count:** 5,967

**Dateline:** Memphis, TN, US

**Text:**

...broker

CLIENTS: Memphis Zoo & Aquarium, The Quality  
Cos., Kiser Floor Fashions,  
Farrell-Calhoun Paint Co.,  
**Financial** Federal Savings Bank,  
Reid Homes

**RANK:** 20

AGENCY: Kelley & Associates Advertising,  
Inc.

ADDRESS: 8111 Walnut Run Road, Cordova

TOP LOCAL OFFICER...

...SERVICES: Full service marketing, advertising  
and public relations agency;  
agriculture, health care, real  
estate, automotive, **financial**,  
retail, business-to-business

CLIENTS: N/A

**RANK:** Tied for 31st place

AGENCY: Doug Carpenter Advertising

ADDRESS: 2029 Peabody, Suite 202

TOP LOCAL...

...Johnson, president and CEO

EMPLOYEES: 2

YEAR FOUNDED IN MEMPHIS: 1988

SPECIALTIES/OTHER SERVICES: Sales **promotions** and public rela-  
tions **targeting** black **consumers**

**CLIENTS:** N/A

**RANK:** Tied for 31st place

AGENCY: Kossman/Klein & Co.

ADDRESS: 8281 Bryn Manor...

17/3,K/30 (Item 1 from file: 633) [Links](#)

Phil.Inquirer

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04568043

**REFORM BILLS ON AGENDA FOCUS ON MEDICAL DEBRIS, INSURANCE**

PHILADELPHIA INQUIRER ( PI ) - MONDAY October 24, 1988

**By:** Associated Press

**Edition:** NEW JERSEY **Section:** LOCAL **Page:** B01

**Word Count:** 372

-

...fund the JUA.

The other would require completion of a JUA audit by November 1990, **limit** JUA annual **rate** increases to drivers who have had a certain number of accidents or violations, adjust rate increases to **correspond** to changes in the **consumer price** index, and **reduce** the amount of money that motorists pay as part of their premiums into the state...

17/3,K/31 (Item 2 from file: 633) [Links](#)

Phil.Inquirer

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04567303

## **PANEL BACKS BILLS TO CURB AUTO RATES**

PHILADELPHIA INQUIRER ( PI ) - FRIDAY October 21, 1988

**By:** Nicholas G. Katsarelis, Associated Press

**Edition:** NEW JERSEY **Section:** LOCAL **Page:** B06

**Word Count:** 580

-

...full Senate.

A second measure would require completion of a JUA audit by November 1990, **limit** JUA annual **rate** increases to drivers who have had a certain number of accidents or violations, adjust rate increases to **correspond** to changes in the **consumer price** index and **reduce** the amount of money that motorists pay as part of their premiums into the state...

17/3,K/32 (Item 1 from file: 735) [Links](#)

St. Petersburg Times

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05527149

## **SNELL ISLE'S SNELTS GET ACCOUNT IN THEIR HONOR**

St. Petersburg Times ( PE ) - THURSDAY April 26, 1990

**By:** KIM NORRIS

**Edition:** CITY **Section:** BUSINESS **Page:** 1E



**Word Count:** 187

-

The package includes free **checking** for six months, a bonus interest **rate** on a six-month or longer certificate of **deposit**, a half percent discount on a car, boat or home improvement loan when the payment is automatically deducted from the **customer's** SouthTrust checking account, and **free** overdraft protection.

By **targeting** a particular residential area, the bank hopes to capitalize on its local identity.

' 'Neighborhood relations...

17/3,K/33 (Item 1 from file: 710) [Links](#)  
Times/Sun.Times(London)  
(c) 2009 Times Newspapers. All rights reserved.  
05117738

## **WATER RUNS SMOOTHER FOR CITY LAUNCH TEMPUS**

Times of London ( TL ) - Tuesday, August 29, 1989

**Section:** Business

**Word Count:** 807

-

...between customers and shareholders. After five years, the price regulator may also cut the target **rate** of return on capital **investment** about 8 per cent if water shares become highly popular.

Together, these changes reduce the...

17/3,K/34 (Item 1 from file: 711) [Links](#)  
Independent(London)  
(c) 2006 Newspaper Publ. PLC. All rights reserved.  
06504129

## **Money Grouse: Home loan borrowers miss takeover bonus**

Independent ( IN ) - Saturday, January 4, 1992

**Edition:** 3 **Section:** Money Page **Page:** 19

**Word Count:** 317

**Text:**

BUILDING society takeovers can bring **bonuses** for **members** of the **target** societies, including a **special discount** on mortgages. This was not the case for people borrowing from the Leamington Spa Building...

...of 1992. Then borrowers could have their rate dropped to the B & B's prevailing **rate**, but only if the **account** had been conducted in a satisfactory manner.

Nigel Hill, of Harrogate, a Leamington Spa customer...

#### IV. Text Search Results from Dialog

##### A. Abstract Databases

[File 350] **Derwent WPIX** 1963-2008/UD=200917  
(c) 2009 Thomson Reuters. All rights reserved.

[File 347] **JAPIO** Dec 1976-2008/Oct(Updated 090220)  
(c) 2009 JPO & JAPIO. All rights reserved.

[File 2] **INSPEC** 1898-2009/Mar W3  
(c) 2009 Institution of Electrical Engineers. All rights reserved.

[File 35] **Dissertation Abs Online** 1861-2009/Feb  
(c) 2009 ProQuest Info&Learning. All rights reserved.

[File 65] **Inside Conferences** 1993-2009/Mar 24  
(c) 2009 BLDSC all rts. reserv. All rights reserved.

[File 99] **Wilson Appl. Sci & Tech Abs** 1983-2009/Feb  
(c) 2009 The HW Wilson Co. All rights reserved.

[File 474] **New York Times Abs** 1969-2009/Mar 25  
(c) 2009 The New York Times. All rights reserved.

[File 256] **TecInfoSource** 82-2009/Oct  
(c) 2009 Info.Sources Inc. All rights reserved.

[File 475] **Wall Street Journal Abs** 1973-2009/Mar 24  
(c) 2009 The New York Times. All rights reserved.

[File 583] **Gale Group Globalbase(TM)** 1986-2002/Dec 13  
(c) 2002 Gale/Cengage. All rights reserved.  
*\*File 583: This file is no longer updating as of 12-13-2002.*

```
; d s
Set      Items   Description
S1       39454   S (COINCID??? OR CORRESPOND? OR MATCH OR MATCHED OR
MATCHING OR MATING OR PAIR OR PAIRED OR PAIRS OR PAIRING OR
TARGET???) (5N) (DISCOUNT OR DISCOUNTS OR INCENTIVE OR INCENTIVES OR
REBATE OR REBATES OR MONEYBACK OR (MONEY OR KICK OR CASH OR PERCENT
OR %) () (BACK OR OFF) OR CASHBACK OR BONUS?? OR REWARD OR REWARDS OR
GIFT OR GIFTS OR PROMOTION? OR LOYALTY()POINTS OR KICKBACK OR FREE OR
KICKBACKS OR (CUT OR LOWER?? OR REDUC? OR HALF) (3N) (PRICE OR PRICED)
OR HALFPRICE OR HALFPRICED OR SPECIAL OR COUPON OR COUPONS)
```

S2            2970    S S1 (10N) (BUYER OR BUYERS OR PURCHASER OR  
 PURCHASERS OR CONSUMER OR CONSUMERS OR PATRON OR PATRONS OR CUSTOMER  
 OR CUSTOMERS OR CLIENT OR CLIENTS OR SHOPPER OR SHOPPERS OR USER OR  
 USERS OR MEMBER OR MEMBERS)  
 S3            271393    S (RANK??? OR RATE? ? OR RATING OR SCOR??? OR  
 WEIGHT???) (10N) (TRANSACTION? ? OR CHECKING OR INVESTMENT? ? OR  
 INVESTING OR DEPOSIT??? OR FINANCIAL OR ACCOUNT? ? OR TRADING OR  
 HOLDING? ? OR RANGE? ? OR LIMIT? ? OR ACTIVITY)  
 S4            436018    S (ORDER??? OR ARRANG??? OR SORT??? OR GROUP??? OR  
 CATEGORIZ? OR CATEGORIS? OR CLASSIFY??? OR CLASSIF??? OR SEGMENT?)  
 (10N) (BUYER OR BUYERS OR PURCHASER OR PURCHASERS OR CONSUMER OR  
 CONSUMERS OR PATRON OR PATRONS OR CUSTOMER OR CUSTOMERS OR CLIENT OR  
 CLIENTS OR SHOPPER OR SHOPPERS OR USER OR USERS OR MEMBER OR MEMBERS)  
 S5            55508    S (BUYER OR BUYERS OR PURCHASER OR PURCHASERS OR  
 CONSUMER OR CONSUMERS OR PATRON OR PATRONS OR CUSTOMER OR CUSTOMERS  
 OR CLIENT OR CLIENTS OR SHOPPER OR SHOPPERS OR USER OR USERS OR  
 MEMBER OR MEMBERS) (5N) (INCOME OR AGE OR GENDER OR OCCUPATION OR  
 EDUCATION OR LOCATION OR (ZIP OR AREA) () CODE? ? OR FAMILY()SIZE OR  
 DEMOGRAPHIC?)  
 S6            0    S AU=(PLIHA, K? OR PLIHA K? OR PLIHA (1N) (K OR  
 KEN?))  
 S7            1528861    S IC=(G06F OR G07G)  
 S8            2970    S S1 AND S2  
 S9            32    S S8 AND S3  
 S10           13    S S9 AND (S4 OR S5)  
 S11           12    S S10 FROM 350, 347  
 S12           1    S S11 NOT AY>1998  
 S13           30    S S9 FROM 350, 347  
 S14           6    S S13 NOT AY>1998  
 S15           5    S S14 NOT S12  
 S16           428    S S1 AND S3  
 S17           30    S S16 AND (S4 OR S5)  
 S18           28    S S17 FROM 350, 347  
 S19           27    S S18 NOT (S12 OR S15)  
 S20           4    S S19 NOT AY>1998  
 S21           0    S S20 AND S7  
 S22           2745    S S1 AND S7  
 S23           1167    S S22 NOT AY>1998  
 S24           198    S S23 AND S2  
 S25           194    S S24 NOT (S12 OR S15 OR S20)  
 S26           0    S S25 AND S3  
 S27           36    S S25 AND S4  
 S28           4    S S27 AND S5  
 S29           486    S (TRANSACTION? ? OR CHECKING OR INVESTMENT? ? OR  
 INVESTING OR DEPOSIT??? OR FINANCIAL OR ACCOUNT? ? OR TRADING OR  
 HOLDING? ? OR RANGE? ? OR LIMIT? ? OR ACTIVITY) (10N) (BUYER OR  
 BUYERS OR PURCHASER OR PURCHASERS OR CONSUMER OR CONSUMERS OR PATRON

OR PATRONS OR CUSTOMER OR CUSTOMERS OR CLIENT OR CLIENTS OR SHOPPER  
OR SHOPPERS OR USER OR USERS OR MEMBER OR MEMBERS)

S30 33 S S29 AND S24  
S31 30 S S30 NOT (S12 OR S15 OR S20 OR S28)  
S32 3 S S31 AND (S3 OR S4 OR S5)  
S33 26 S S31 NOT POS  
S34 25 S S33 NOT POINT ( ) SALE  
S35 25 S S34 NOT CASHIER?  
S36 25 S S35 NOT "POINT OF SALE"  
S37 727 S S2 AND (S3 OR S4 OR S5)  
S38 647 S S37 FROM 350, 347  
S39 80 S S37 NOT S38  
S40 38 S S39 NOT PY>1998  
S41 37 RD (unique items)

12/5/1 (Item 1 from file: 350) [Links](#)

Fulltext available through: [Order File History](#)

Derwent WPIX

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0008194272 & & *Drawing available*

WPI Acc no: 1997-297949/199727

XRPX Acc No: N1997-246220

**Master-slave remote manipulation device with six degrees of freedom - has articulated parallelogram structure with parallel arms linked to cross-member and frame**

Patent Assignee: OFF NAT ETUD RECH AEROSPATIALE (ONER); ONERA OFF NAT ETUD RECH AEROSPATIALE (ONER)

Inventor: REBOULET C

Patent Family ( 8 patents, 21 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 1997018927	A1	19970529	WO 1996FR1849	A	19961121	199727	B
FR 2741292	A1	19970523	FR 199513791	A	19951121	199728	E
EP 871563	A1	19981021	EP 1996939964	A	19961121	199846	E
			WO 1996FR1849	A	19961121		
BR 199611559	A	19990302	BR 199611559	A	19961121	199915	E
			WO 1996FR1849	A	19961121		
US 6026701	A	20000222	WO 1996FR1849	A	19961121	200017	E
			US 199868953	A	19981214		
JP 2001504395	W	20010403	WO 1996FR1849	A	19961121	200126	E
			JP 1997519455	A	19961121		
EP 871563	B1	20020327	EP 1996939964	A	19961121	200222	E
			WO 1996FR1849	A	19961121		
DE 69620236	E	20020502	DE 69620236	A	19961121	200237	E
			EP 1996939964	A	19961121		
			WO 1996FR1849	A	19961121		

Priority Applications (no., kind, date): FR 199513791 A 19951121

Patent Details						
Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
WO 1997018927	A1	FR	26	8		
National Designated States,Original	BR CA JP US					
Regional Designated States,Original	AT BE CH DE DK ES FI FR GB GR IE IT LU MC NL PT SE					
FR 2741292	A1	FR	19	8		
EP 871563	A1	FR			PCT Application	WO 1996FR1849
					Based on OPI patent	WO 1997018927
Regional Designated States,Original	CH DE FR GB IT LI					
BR 199611559	A	PT			PCT Application	WO 1996FR1849
					Based on OPI patent	WO 1997018927
US 6026701	A	EN			PCT Application	WO 1996FR1849
					Based on OPI patent	WO 1997018927
JP 2001504395	W	JA	23		PCT Application	WO 1996FR1849
					Based on OPI patent	WO 1997018927
EP 871563	B1	FR			PCT Application	WO 1996FR1849
					Based on OPI patent	WO 1997018927
Regional Designated States,Original	CH DE FR GB IT LI					
DE 69620236	E	DE			Application	EP 1996939964
					PCT Application	WO 1996FR1849
					Based on OPI patent	EP 871563
					Based on OPI patent	WO 1997018927

#### Alerting Abstract WO A1

The device consists of an articulated parallelogram structure (1) with two parallel arms (2). The arms are connected to a cross-member (3) by joints (5) with a single degree of freedom to rotate about axes perpendicular to the plane of the parallelogram. The arms are also connected to a frame (4) by joints (6) with two degree of freedom to rotate about two axes. The first of the axes is perpendicular to the plane of the parallelogram and the supported by the fourth side of the parallelogram.

The four joints are situated at the corners of the parallelogram. The two arms extend beyond their joints with the frame, and are equipped with parallel articulated master and slave units (8,9). Each unit has a base, a support, a moving member and four actuators between the base and moving member.

ADVANTAGE - Wide **range** of control with reduced **weight** and dimensions.

**Title Terms** /Index Terms/Additional Words: REMOTE; MANIPULATE; DEVICE; SIX; DEGREE; FREE; ARTICULATE; PARALLELOGRAM; STRUCTURE; PARALLEL; ARM; LINK; FRAME

#### Class Codes

International Patent Classification

IPC	Class Level	Scope	Position	Status	Version Date
B25J-003/02			Main		"Version 7"
B25J-0003/02	A	I		R	20060101
B25J-0009/10	A	I		R	20060101
B25J-0003/00	C	I		R	20060101
B25J-0009/10	C	I		R	20060101

**ECLA:** B25J-003/02, B25J-009/10L2

**US Classification, Current** Main: 74-4710XY; Secondary: 33-025100, 74-490040, 74-501600, 359-477000, 414-007000, 414-917000, 901-021000

**US Classification, Issued:** 74471, 74490.04, 74501.6, 3325.1, 4147, 414917, 90121, 359477

File Segment: EngPI; ;

DWPI Class: P62; Q64

15/5/1 (Item 1 from file: 350) [Links](#)

Fulltext available through: [Order File History](#)

Derwent WPIX

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0006670544 & & *Drawing available*

WPI Acc no: 1994-049448/199407

XRPX Acc No: N1994-038956

**Flexible appts and method for applying customised rating adjustment to transaction charges - uses data base, which includes several criteria tables, each corresp to one of classes of transactions**

Patent Assignee: PITNEY BOWES INC (PITB)

Inventor: CARROLL T A; HASBANI J E

Patent Family ( 3 patents, 2 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
CA 2096618	A	19931123	CA 2096618	A	19930519	199407	B
US 5337246	A	19940809	US 1992887616	A	19920522	199431	E
CA 2096618	C	20050726				200551	E

Priority Applications (no., kind, date): US 1992887616 A 19920522

Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
CA 2096618	A	EN	69	22	
US 5337246	A	EN	38	22	
CA 2096618	C	EN			

## Alerting Abstract CA A

A method for determining charges for a class of transactions comprising the steps of a) partitioning with class of transactions into cells in accordance with predetermined criteria, defining a number of discounts or surcharges applicable to the transactions, providing a user with an apparatus for computing the charges. The apparatus comprises device for determining base **rates** for the **transactions**, and device responsive to **user** configuration data defining **correspondence** between the **discounts** or surcharges and selected cells, for applying the **discounts** or surcharges which **correspond** to the selected cells to the base **rates** for particular **transactions** which satisfy the criteria for the selected cells, updating the user configuration data for the apparatus with updated configuration data defining a custom discount rate to implement the custom discount rate.

The apparatus includes a memory for storing a data base, the data base including a criteria table of the criteria for defining the cells and a values table of values for the discounts or surcharges, and the configuration data includes a list of pairs of cell keys and value keys, each of the cell keys corresponding to an element of the criteria table, and each of the value keys correspond to an element of the values table.

USE/ADVANTAGE - For enabling authorised user of system to automatically apply customised **rating** adjustment to **transaction** charges. Improved capacity for future growth w.r.t. number of type of criteria.

**Title Terms** /Index Terms/Additional Words: FLEXIBLE; APPARATUS; METHOD; APPLY; CUSTOMISATION; RATING; ADJUST; TRANSACTION; CHARGE; DATA; BASE; CRITERIA; TABLE; CORRESPOND; ONE; CLASS

## Class Codes

### International Patent Classification

IPC	Class Level	Scope	Position	Status	Version Date
G06F-015/20; G07B-017/00			Main		"Version 7"

**ECLA:** G07B-017/00E3

**ICO:** S07B-017:00E3A, S07B-017:00E3B

**US Classification, Issued:** 364464.02, 364464.03

File Segment: EPI;

DWPI Class: T01

Manual Codes (EPI/S-X): T01-J05A; T01-J05B4

15/5/2 (Item 1 from file: 347) [Links](#)

Fulltext available through: [Order File History](#)

JAPIO

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07450434 \*\*Image available\*\*

**SALES SYSTEM**



**Pub. No.:** 2002-318949 [JP 2002318949 A ]  
**Published:** October 31, 2002 (20021031)  
**Inventor:** YOSHIMI TOMOHIRO  
**Applicant:** NEC CORP  
**Application No.:** 2001-121584 [JP 2001121584]  
**Filed:** April 19, 2001 (20010419)  
**International Class:** G06F-017/60

## ABSTRACT

**PROBLEM TO BE SOLVED:** To provide a sales system capable of activating the purchasing inclination on a side purchasing a commodity by imparting a benefit.

**SOLUTION:** Ranges of held point number divided in several stages and a discount **rate** to each **range** of held point number are preliminarily determined. According to which of the ranges of held point number divided in several stages the held point number of a **member** is contained in, the benefit for setting the **discount rate** regulated for the **corresponding range** to the **discount rate** to the commodity to be purchased by the **member** is imparted to the member.

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15/5/3 (Item 2 from file: 347) [Links](#)

Fulltext available through: [Order File History](#)

JAPIO

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06961276 \*\*Image available\*\*

## DATA PROCESSING SYSTEM FOR CALCULATING CHARGE

**Pub. No.:** 2001-188841 [JP 2001188841 A ]  
**Published:** July 10, 2001 (20010710)  
**Inventor:** NISHIKAWA HIDENORI  
**Applicant:** IBM JAPAN LTD  
**Application No.:** 11-375559 [JP 99375559]  
**Filed:** December 28, 1999 (19991228)  
**International Class:** G06F-017/60

## ABSTRACT

**PROBLEM TO BE SOLVED:** To provide a data processing system for flexibly performing a calculation processing relating a job service which the calculation system of a charge to a customer is frequently charged.

**SOLUTION:** A charged calculation method using a rule is adopted. While only variable data required in the calculation are externalized in a conventional table type calculation system, in this system, not only such a data part but also the logic part (procedure part) of the program are externalized in the form of the rule.

Specifically, a rule management part for **holding** a rule set for calculating the charge/**discount rate** of **corresponding** services and a **discount** amount specifying chart (**discount** chart) are provided and the **corresponding** rule set is executed while referring to the **discount** chart **corresponding** to the read of the data of a specified **customer**. Thus, even when a new service is added or the contents of an existing service are charged, it is flexibly and quickly coped with by the change of the rule or the like.

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15/5/4 (Item 3 from file: 347) [Links](#)

Fulltext available through: [Order File History](#)

JAPIO

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03776082 \*\*Image available\*\*

### **GRADUALLY LOWERING DEVICE FOR FIRE ESCAPE**

**Pub. No.:** 04-141182 [JP 4141182 A ]

**Published:** May 14, 1992 (19920514)

**Inventor:** MURAKAMI KOJI

**Applicant:** YAMATO PROTEC CO [400320] (A Japanese Company or Corporation), JP (Japan)

**Application No.:** 02-264831 [JP 90264831]

**Filed:** October 01, 1990 (19901001)

**International Class:** [ 5 ] A62C-003/00; E06C-009/14

**JAPIO Class:** 28.9 (SANITATION -- Other); 27.2 (CONSTRUCTION -- Building); 30.4 (MISCELLANEOUS GOODS -- Furniture)

**Journal:** Section: C, Section No. 980, Vol. 16, No. 413, Pg. 84, September 02, 1992 (19920902)

### **ABSTRACT**

PURPOSE: To ensure a proper brake operation and enable a refuge ladder (fire escape) to hold surely the lowering speed by its own **weight** by **holding** swingably a **weight** displaced by a centrifugal force of a rotating shaft to displace radially outward and press respective brake piece against the peripheral wall of a housing through a pendulum **member** between respective **free** end of a **pair** of pendulum **members**.

CONSTITUTION: When a brake mounting plate 57 in a lowly lowering device 34 is rotated by the rotation of a rotary shaft 40, weights 65A, 65B are displaced radially outward by a centrifugal force to displace swingably pendulum members 61A, 62B and 61B, 62A in the same direction, so that brake pieces 59A, 59B are pivoted radially outward about respective support pins 60A, 60B and pressed against the peripheral wall 38b of a housing 38 by a toggling action to generate thereby a frictional force which brakes the rotary shaft 40 to rotate it with a certain rotational speed. Thus, a fire escape 9 is controlled with respect to the lowering speed due to its own weight to be stopped near a downstairs floor surface while extending slowly without being accompanied by a large shock at the stoppage.

15/5/5 (Item 4 from file: 347) [Links](#)

Fulltext available through: [Order File History](#)

JAPIO

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00776064 \*\*Image available\*\*

## DISCOUNT RATE AUTOMATIC DETERMINATION SYSTEM OF CASH REGISTER

**Pub. No.:** 56-096364 [JP 56096364 A ]

**Published:** August 04, 1981 (19810804)

**Inventor:** SAITO KIYOSHI

ENOKI EIKI

**Applicant:** FUJITSU LTD [000522] (A Japanese Company or Corporation), JP (Japan)

**Application No.:** 54-173417 [JP 79173417]

**Filed:** December 28, 1979 (19791228)

**International Class:** [ 3 ] G06F-015/21; G07G-001/00

**JAPIO Class:** 45.4 (INFORMATION PROCESSING -- Computer Applications); 29.4 (PRECISION INSTRUMENTS -- Business Machines)

**Journal:** Section: P, Section No. 86, Vol. 05, No. 169, Pg. 21, October 28, 1981 (19811028)

### ABSTRACT

**PURPOSE:** To calculate automatically **discount** data rate **corresponding** to **customers**, by storing a table, where a part of the classification code of **customer** and **discount** rates are set **correspondingly** to each other, in memory.

**CONSTITUTION:** The salesman inserts a credit card of the customers to card reader 16 and sets a mode by keyboard 14 to register the merchandise code and the amount of money. The discount rate code is read besides the normal classification code from the credit card, and a part of this discount rate code is collated with discount code table 10 in memory 12, and it is decided whether the code is registered or not, and the discount **rate** is determined if it is registered. Meanwhile, when **transaction** is completed and the total key is depressed, the determined discount rate is applied for this total to perform discount calculation.

28/5/1 (Item 1 from file: 350) [Links](#)

Fulltext available through: [Order File History](#)

Derwent WPIX

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0011215126 & & *Drawing available*

WPI Acc no: 2002-154161/200220

Related WPI Acc No: 1992-374822; 1994-151547; 1998-609836

XRPX Acc No: N2002-117247

**Discount coupon generating system for retail store, uses selected factors pertaining to timing and nature of prior purchases, as preselected conditions of discount deal**

Patent Assignee: CATALINA MARKETING INT INC (CATA-N); CHERNEY T L (CHER-I); KATZ G M (KATZ-I); O'BRIEN M R (OBRI-I); OFF G W (OFFG-I)

Inventor: CHERNEY T L; KATZ G M; O'BRIEN M R; OFF G W

Patent Family ( 2 patents, 1 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 20020002485	A1	20020103	US 1991695650	A	19910506	200220	B
			US 199388617	A	19930706		
			US 1995417064	A	19950403		
			US 1998146199	A	19980903		

US 6795809	B2	20040921	US 1998146199	A	19980903	200462	E
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Priority Applications (no., kind, date): US 1991695650 A 19910506; US 199388617 A 19930706; US 1995417064 A 19950403; US 1998146199 A 19980903

#### Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
US 20020002485	A1	EN	19	8	Continuation of application	US 1991695650
					C-I-P of application	US 199388617
					Continuation of application	US 1995417064
					Continuation of patent	US 5832457

#### Alerting Abstract US A1

NOVELTY - A store controller (10) which communicates with customer terminals (1-N), has access to an item record file (14). The sales transaction data from customer terminals, are filtered and are stored in customer purchase file (22). The selected factors pertaining to timing and nature of prior purchases, are used as preselected conditions.

DESCRIPTION - The data defining discount coupon are generated only if the perselection conditions are met.

An INDEPENDENT CLAIM is also included for discount coupon generation method.

USE - In retail store, for generating **discount coupons targeted** at selected **customers**.

ADVANTAGE - Encourages establishment of retail prices that promote high manufacturer volume while improving retailer profitability. The filtered sales data allows manufacturers to obtain specific product performance. Problem of shelf space allocation is easier to handle by obtaining timely information on sales of selected products.

DESCRIPTION OF DRAWINGS - The figure shows a simplified block diagram of point-of-sale computer system.

1-N Customer terminals

10 Store controller

14 Item record file

22 Customer purchase file

**Title Terms** /Index Terms/Additional Words: DISCOUNT; COUPON; GENERATE; SYSTEM; RETAIL; STORAGE; SELECT; FACTOR; PERTAIN; TIME; NATURE; PRIOR; PURCHASE; PRESELECTED; CONDITION; DEAL

#### Class Codes

##### International Patent Classification

IPC	Class Level	Scope	Position	Status	Version Date
G06Q-0030/00	A	I		R	20060101
G07F-0009/02	A	I		R	20060101
<b>G07G-0001/00</b>	A	I		R	20060101
<b>G07G-0001/14</b>	A	I		R	20060101
<b>G07G-0005/00</b>	A	I		R	20060101
G06Q-0030/00	C	I		R	20060101

G07F-0009/02	C	I		R	20060101
<b>G07G-0001/00</b>	C	I		R	20060101
<b>G07G-0001/14</b>	C	I		R	20060101
<b>G07G-0005/00</b>	C	I		R	20060101

**ECLA:** G06Q-030/00A, G07F-009/02, G07G-001/00C, G07G-001/14, G07G-005/00

**US Classification, Current** Main: 705-014000, 705-016000; Secondary: 705-001000, 705-014000, 705-017000, 705-020000

**US Classification, Issued:** 70514, 70516, 7051, 70514, 70517, 70520

File Segment: EPI;

DWPI Class: T01

Manual Codes (EPI/S-X): T01-N01A2C; T01-N02B1

28/5/2 (Item 2 from file: 350) [Links](#)

Fulltext available through: [Order File History](#)

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0011129151 & & *Drawing available*

WPI Acc no: 2002-065639/200209

Related WPI Acc No: 2001-281159; 2002-153844; 2002-665826; 2003-110424; 2005-019804; 2005-512037; 2005-512038

XRPX Acc No: N2002-048753

**Online user-specific coupons issuing method involves transmitting coupon data file storing redemption amount field and other fields which varies based on user profile**

Patent Assignee: BRIGHTSTREET.COM INC (BRIG-N)

Inventor: BARNETT C W; BRAUNSTEIN M; REISNER K R

Patent Family ( 1 patents, 1 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 6321208	B1	20011120	US 1995425185	A	19950419	200209	B

Priority Applications (no., kind, date): US 1995425185 A 19950419

Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
US 6321208	B1	EN	18	10	

**Alerting Abstract** US B1

NOVELTY - The stored **user** profile is accessed and **correspondingly coupons** are selected if **user** is registered. A data file of selected coupon, which stores redemption amount field and other fields varying

based on user-specific information is transmitted, when a request to transmit is received from remote terminal.

USE - For issuing redemption coupons, retail store coupons, to user through Internet.

ADVANTAGE - Produces unique user-specific coupons, thereby discouraging any attempts to duplicate via photocopying techniques and enhancing security, thus reduces cost of coupon issuance.

DESCRIPTION OF DRAWINGS - The figure shows the block diagram of the remote terminal in electronic coupon distribution system.

**Title Terms** /Index Terms/Additional Words: USER; SPECIFIC; COUPON; ISSUE; METHOD; TRANSMIT; DATA; FILE; STORAGE; AMOUNT; FIELD; VARY; BASED; PROFILE

#### Class Codes

##### International Patent Classification

IPC	Class Level	Scope	Position	Status	Version Date
G06F-017/60			Main		"Version 7"

**ECLA:** G06Q-030/00A

**US Classification, Current** Main: 705-014000; Secondary: 705-070000

**US Classification, Issued:** 70514, 70770

File Segment: EPI;

DWPI Class: T01

Manual Codes (EPI/S-X): T01-C05A; T01-N01A2C; T01-N01D

28/5/3 (Item 3 from file: 350) [Links](#)

Fulltext available through: [Order File History](#)

Derwent WPIX

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0006790896 & & *Drawing available*

WPI Acc no: 1994-176876/199422

Related WPI Acc No: 1999-611571; 2005-710201

XRPX Acc No: N1994-139337

**Point-of-sale merchandising method for generation and redemption for product coupons - selecting coupon for selected customer with consumer and coupon identifications being encoded in machine readable form**

Patent Assignee: AD RESPONSE MICROMARKETING CORP (ADRE-N)

Inventor: DE LAPA J P; HOWE C F

##### Patent Family ( 4 patents, 3 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
CA 2098329	A	19940318	CA 2098329	A	19930614	199422	B
US 5353218	A	19941004	US 1992947285	A	19920917	199439	E
MX 183936	B	19970203	MX 19935655	A	19930914	199818	E

US 5822735	A	19981013	US 1992947285	A	19920917	199848	E
			US 1994316909	A	19941003		

Priority Applications (no., kind, date): US 1992947285 A 19920917; US 1994316909 A 19941003

#### Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
CA 2098329	A	EN	60	9		
US 5353218	A	EN	24	9		
US 5822735	A	EN			Continuation of application	US 1992947285
					Continuation of patent	US 5353218

#### Alerting Abstract CA A

The method involves selecting a user from a data base containing a number of users, each residing at a particular geographic location. One coupon, at least, is selected, having a particular value of a parameter. The parameter including a discount amount of the coupon. A unique user identification number is assigned to the selected user and a unique coupon identification number to the selected coupon. The coupon encoded with the user identification number and the unique coupon identification are simultaneously printed. The coupon is transmitted to the selected **user** at the **location** particular to that **user**.

ADVANTAGE - Coupon redemption function may be performed on coupons no bearing user number.

**Title Terms** /Index Terms/Additional Words: POINT; SALE; MERCHANDISE; METHOD; GENERATE; PRODUCT; COUPON; SELECT; CUSTOMER; CONSUME; IDENTIFY; ENCODE; MACHINE; READ; FORM

#### Class Codes

##### International Patent Classification

IPC	Class Level	Scope	Position	Status	Version Date
<b>G06F-015/021</b>			Main		"Version 7"
G06Q-0030/00	A	I		R	20060101
G07F-0017/26	A	I		R	20060101
G06Q-0030/00	C	I		R	20060101
G07F-0017/00	C	I		R	20060101

**ECLA:** G06Q-030/00A, G07F-017/26

**US Classification, Issued:** 364401, 364405, 70514, 235375, 28356, 28374

File Segment: EngPI; EPI;

DWPI Class: T01; T05; P76

Manual Codes (EPI/S-X): T01-J05A1; T05-L01X

28/5/4 (Item 1 from file: 347) [Links](#)

Fulltext available through: [Order File History](#)

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08235858 \*\*Image available\*\*

## **CUSTOMER INFORMATION COLLECTION AND MANAGEMENT METHOD AND SYSTEM THEREFOR**

**Pub. No.:** 2004-348618 [JP 2004348618 A ]

**Published:** December 09, 2004 (20041209)

**Inventor:** UEKI KAZUYA

SEKINE NOBUHIRO

KANEKO KENICHI

KOBAYASHI TETSUNORI

KATTO JIRO

**Applicant:** NEC SOFT LTD

UNIV WASEDA

**Application No.:** 2003-147217 [JP 2003147217]

**Filed:** May 26, 2003 (20030526)

**International Class:** **G06F-017/60**; G06T-001/00; G06T-007/00; H04N-007/18

### **ABSTRACT**

**PROBLEM TO BE SOLVED:** To more accurately judge customer's personal features as personal information and to provide an instantaneous sales **promotion** service **corresponding** to a **customer segment** based on the personal information.

**SOLUTION:** An image processing part 51 extracts and specifies the sex of a **customer** himself or herself, an **age group**, features such as avocation, staying places and time, noticed commodities in which the customer may be interested judging from the turned direction of the face, and a customer's walking course from a plurality of pictures of each buying customer which are continuously photographed by a plurality of cameras 11-18 and registers the extracted data in a visiting customer list 52. A customer management part 53 extracts feature data from the visiting customer list 52, extracts voice guide information/electronic bulletin information corresponding to the feature data and previously stored from a notice information DB 70, outputs announcement/electronic bulletins from an output part 40, and records the data of leaving customers in a customer DB 60. The walking courses of customers recorded in the customer DB 60 can be effectively utilized for the improvement of commodity display.

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32/5/2 (Item 2 from file: 350) [Links](#)

Fulltext available through: [Order File History](#)

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0006936303 & & *Drawing available*



WPI Acc no: 1994-334954/199442

XRPX Acc No: N1994-263056

**Data or message multi-casting to several users connected to shared memory in communications network - using indirect control block to represent duplicated message and point to direct control block storing data buffer characteristics**

Patent Assignee: IBM CORP (IBM); INT BUSINESS MACHINES CORP (IBM)

Inventor: BASSO C; CALVIGNAC J; GALAND C; GIROIR D; GIROIRD D; VERPLANKEN F

Patent Family ( 6 patents, 4 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
EP 622922	A1	19941102	EP 1993480047	A	19930429	199442	B
JP 6334652	A	19941202	JP 199419562	A	19940216	199508	E
US 5561807	A	19961001	US 1994234193	A	19940428	199645	E
US 6038592	A	20000314	US 1994234193	A	19940428	200020	E
			US 1996635048	A	19960419		
EP 622922	B1	20001129	EP 1993480047	A	19930429	200063	E
DE 69329709	E	20010104	DE 69329709	A	19930429	200108	E
			EP 1993480047	A	19930429		

Priority Applications (no., kind, date): EP 1993480047 A 19930429

Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
EP 622922	A1	EN	34	11		
Regional Designated States,Original	DE FR GB					
JP 6334652	A	JA	25			
US 5561807	A	EN	29	11		
US 6038592	A	EN			Continuation of application	US 1994234193
					Continuation of patent	US 5561807
EP 622922	B1	EN				
Regional Designated States,Original	DE FR GB					
DE 69329709	E	DE			Application	EP 1993480047
					Based on OPI patent	EP 622922

**Alerting Abstract EP A1**

The multicasting method involves organising several control blocks in direct control blocks (DCB) associated with a data buffer whose address has a predetermined relationship with that of the corresp. DCB. A free direct control block queue (FDCBQ) stores the addresses of all the free DCBs and chains them. The queue is controlled by a control block (FDQCB) which stores the addresses of the first and last FDCB in the head and tail fields.

The control blocks are organised into indirect control blocks (ICB). A free ICB queue (FICBQ) is built storing the addresses of free blocks and chaining them. A controller stores the first and last FICB addresses. A necessary number of control blocks are leased from the FDCBQ. The original message is stored in FDCBs. The message is queued. Indirect control blocks store information relative to the message and point

to the DCB corresp. to the first data buffer of the original message. The ICB is queued to each user.  
 USE/ADVANTAGE - Avoids useless re-writing and re-deleting operation. Saves memory space in data store.

**Title Terms** /Index Terms/Additional Words: DATA; MESSAGE; MULTI; CAST; USER; CONNECT; SHARE; MEMORY; COMMUNICATE; NETWORK; INDIRECT; CONTROL; BLOCK; REPRESENT; DUPLICATE; POINT; DIRECT; STORAGE; BUFFER; CHARACTERISTIC

#### Class Codes

International Patent Classification					
IPC	Class Level	Scope	Position	Status	Version Date
H04L-012/18			Main		"Version 7"
<b>G06F-0013/00</b>	A	I	F	R	20060101
<b>G06F-0015/16</b>	A	I	L	R	20060101
<b>G06F-0015/16</b>	A	I		R	20060101
<b>G06F-0015/177</b>	A	I	L	R	20060101
H04L-0012/18	A	I		R	20060101
<b>G06F-0013/00</b>	C	I	F	R	20060101
<b>G06F-0015/16</b>	C	I	L	R	20060101
<b>G06F-0015/16</b>	C	I		R	20060101
H04L-0012/18	C	I		R	20060101

**ECLA:** H04L-012/18

**US Classification, Issued:** 395800, 395700, 395650, 395200.08, 395309, 709215, 709216, 709300, 370390

File Segment: EPI;

DWPI Class: W01

Manual Codes (EPI/S-X): W01-A06B5A; W01-A06E1

32/5/3 (Item 1 from file: 347) [Links](#)

Fulltext available through: [Order File History](#)

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07110532 \*\*Image available\*\*

**SERVER FOR MANAGING CUSTOMER REWARD POINT AND SYSTEM FOR MANAGING CUSTOMER REWARD POINT USING THE SAME**

**Pub. No.:** 2001-338199 [JP 2001338199 A ]

**Published:** December 07, 2001 (20011207)

**Inventor:** SUGIHARA KEI

**Applicant:** SUGIHARA KEI

**Application No.:** 2000-154260 [JP 2000154260]

**Filed:** May 25, 2000 (20000525)  
**International Class:** G06F-017/60; G07G-001/12

## ABSTRACT

**PROBLEM TO BE SOLVED:** To provide a point system which adds points obtained by reading and transactions on the Internet and points obtained by visiting a store for transactions together and manages them and also exchanges the points with those of another point system.

**SOLUTION:** In this customer reward point management system, a computer system for mediating the client terminal of a user, a member company for providing merchandise/service or information and a virtual store WWW server operated by the **member** company and adding a **customer** reward point in the point **account** of the **consumer** and managing them each time intermediation is performed consists of a point managing device provided in a point management operation provider, the Web server of a **member** company/**group**, **member** store terminal machines used for the settlement of the **member** company/**group** and the computer system of another point management operation provider, and the point managing device performs intermediary management, also receives settlement information from member store terminal machines which are installed in the storefronts of the member stores for providing merchandise/service and used for price settlement and adds a **customer reward** point that **corresponds** to a settlement amount.

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0012815576 & & *Drawing available*

WPI Acc no: 2002-672991/200272

Related WPI Acc No: 1993-133968; 1993-272389; 1994-126691; 1994-217345; 1995-075345; 1995-089514; 1995-245971; 1995-320125; 1997-086935; 1997-235479; 1997-319376; 1997-372348; 1997-424447; 1997-502622; 1997-558442; 2001-624573; 2002-009654; 2002-214992; 2002-360410; 2006-144175; 2006-351272

XRPX Acc No: N2002-531998

**Customer promotion system issues incentive to specific customer based on customer's frequent previous visits to shop and customer's product preferences**

Patent Assignee: CATALINA MARKETING INT INC (CATA-N)

Inventor: DEATON D W; GABRIEL R G

Patent Family ( 1 patents, 1 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 6424949	B1	20020723	US 1989345475	A	19890501	200272	B
			US 1992826255	A	19920124		
			US 1992886383	A	19920519		
			US 199363413	A	19930517		
			US 199396921	A	19930723		

			US 1993139983	A	19931020		
			US 1995457300	A	19950601		
			US 1997820020	A	19970312		

Priority Applications (no., kind, date): US 1989345475 A 19890501; US 1992826255 A 19920124; US 1992886383 A 19920519; US 199363413 A 19930517; US 199396921 A 19930723; US 1993139983 A 19931020; US 1995457300 A 19950601; US 1997820020 A 19970312

#### Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
US 6424949	B1	EN	151	47	Continuation of application	US 1989345475
					C-I-P of application	US 1992826255
					Continuation of application	US 1992886383
					C-I-P of application	US 199363413
					C-I-P of application	US 199396921
					Continuation of application	US 1993139983
					Continuation of application	US 1995457300
					C-I-P of patent	US 5621812
					Continuation of patent	US 5687322

#### Alerting Abstract US B1

NOVELTY - The system issues an incentive for a specific customer based on customer's frequent previous visits to shop and customer's product preferences.

DESCRIPTION - An INDEPENDENT CLAIM is included for customer promotion method.

USE - Customer promotion system.

ADVANTAGE - Facilitates **transactions** by reducing the requirements for **customer** identification, so that system does not require time consuming **checking** of **customer** identification.

DESCRIPTION OF DRAWINGS - The figure shows the flow diagram illustrating the selection of products for use as ECHO coupon incentives.

**Title Terms** /Index Terms/Additional Words: CUSTOMER; PROMOTE; SYSTEM; ISSUE; SPECIFIC; BASED; FREQUENT; SHOP; PRODUCT

#### Class Codes

##### International Patent Classification

IPC	Class Level	Scope	Position	Status	Version Date
G06Q-0030/00	A	I		R	20060101
G06Q-0040/00	A	I		R	20060101
G07F-0017/42	A	I		R	20060101
<b>G07G-0001/00</b>	A	I		R	20060101
<b>G07G-0001/12</b>	A	I		R	20060101
<b>G07G-0001/14</b>	A	I		R	20060101
G06Q-0030/00	C	I		R	20060101
G06Q-0040/00	C	I		R	20060101

G07F-0017/00	C	I		R	20060101
<b>G07G-0001/00</b>	C	I		R	20060101
<b>G07G-0001/12</b>	C	I		R	20060101
<b>G07G-0001/14</b>	C	I		R	20060101

**ECLA:** G06Q-030/00A, G06Q-040/00A, G07F-017/42, G07G-001/00, G07G-001/00C, G07G-001/12, G07G-001/14B

**US Classification, Current Main:** 705-014000

**US Classification, Issued:** 70514

File Segment: EPI;

DWPI Class: T01; T05

Manual Codes (EPI/S-X): T01-J05A2B; T05-L01

36/5/2 (Item 2 from file: 350) [Links](#)

Fulltext available through: [Order File History](#)

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0012416050 & & *Drawing available*

WPI Acc no: 2002-360410/200239

Related WPI Acc No: 1993-133968; 1993-272389; 1994-126691; 1994-217345; 1995-075345; 1995-089514; 1995-245971; 1995-320125; 1997-086935; 1997-235479; 1997-319376; 1997-372348; 1997-424447; 1997-502622; 1997-558442; 2001-624573; 2002-009654; 2002-214992; 2002-672991; 2006-144175; 2006-351272

XRPX Acc No: N2002-281527

**Differentiated customer promotion system in retail establishment, provides incentive corresponding to stored incentive value to customer whose tender amount satisfies respective criteria**

Patent Assignee: CATALINA MARKETING INT INC (CATA-N)

Inventor: DEATON D W; GABRIEL R G

Patent Family ( 1 patents, 1 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 6351735	B1	20020226	US 1989345475	A	19890501	200239	B
			US 1992826255	A	19920124		
			US 1992886382	A	19920519		
			US 1994221622	A	19940330		
			US 1994336880	A	19941109		
			US 1995429938	A	19950427		
			US 1996701456	A	19960822		

Priority Applications (no., kind, date): US 1989345475 A 19890501; US 1992826255 A 19920124; US

1992886382 A 19920519; US 1994221622 A 19940330; US 1994336880 A 19941109; US 1995429938 A 19950427; US 1996701456 A 19960822

#### Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
US 6351735	B1	EN	78	18	Continuation of application	US 1989345475
					C-I-P of application	US 1992826255
					Continuation of application	US 1992886382
					Continuation of application	US 1994221622
					Continuation of application	US 1994336880
					Continuation of application	US 1995429938
					Continuation of patent	US 5305196
					Continuation of patent	US 5430644
					Continuation of patent	US 5448471
					Continuation of patent	US 5659469

#### Alerting Abstract US B1

NOVELTY - A **transaction** terminal (120) enters the tender amount paid by a customer for total sales **transaction**, at the point-of-sale. A database stores different **customer** tender amount criteria and **corresponding incentive** values. A **customer** whose tender amount satisfies one of the tender amount criteria, receives an **incentive corresponding** to the respective stored **incentive** value.

DESCRIPTION - An INDEPENDENT CLAIM is also included for differentiated customer promotion method.

USE - For differentiated customer promotion in retail establishment such as grocery store, multistore.

ADVANTAGE - Differentiated customer promotion is enhanced reliably.

DESCRIPTION OF DRAWINGS - The figure shows the transaction processing system.

120 Transaction terminal

**Title Terms** /Index Terms/Additional Words: DIFFERENTIAL; CUSTOMER; PROMOTE; SYSTEM; RETAIL; ESTABLISH; CORRESPOND; STORAGE; VALUE; TENDER; AMOUNT; SATISFY; RESPECTIVE; CRITERIA

#### Class Codes

##### International Patent Classification

IPC	Class Level	Scope	Position	Status	Version Date
G06Q-0030/00	A	I		R	20060101
G06Q-0040/00	A	I		R	20060101
G07F-0017/42	A	I		R	20060101
<b>G07G-0001/00</b>	A	I		R	20060101
<b>G07G-0001/12</b>	A	I		R	20060101
<b>G07G-0001/14</b>	A	I		R	20060101
G06Q-0030/00	C	I		R	20060101
G06Q-0040/00	C	I		R	20060101
G07F-0017/00	C	I		R	20060101
<b>G07G-0001/00</b>	C	I		R	20060101

<b>G07G-0001/12</b>	C	I		R	20060101
<b>G07G-0001/14</b>	C	I		R	20060101

**ECLA:** G06Q-030/00A, G06Q-040/00A, G07F-017/42, G07G-001/00, G07G-001/00C, G07G-001/12, G07G-001/14B

**US Classification, Current** Main: 705-014000

**US Classification, Issued:** 70514

File Segment: EPI;

DWPI Class: T01; T05

Manual Codes (EPI/S-X): T01-J05A1; T01-J05B4P; T05-L01

36/5/3 (Item 3 from file: 350) [Links](#)

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0012274338 & & *Drawing available*

WPI Acc no: 2002-214992/200227

Related WPI Acc No: 1993-133968; 1993-272389; 1994-126691; 1994-217345; 1995-075345; 1995-089514; 1995-245971; 1995-320125; 1997-086935; 1997-235479; 1997-319376; 1997-372348; 1997-424447; 1997-502622; 1997-558442; 2001-624573; 2002-009654; 2002-360410; 2002-672991; 2006-144175; 2006-351272

XRPX Acc No: N2002-164597

**Customer promotion method in retail store, grocery shop, involves determining frequently purchased product to generate incentive signal for customer at point-of-sale terminal**

Patent Assignee: CATALINA MARKETING INT INC (CATA-N)

Inventor: DEATON D W; GABRIEL R G

Patent Family ( 1 patents, 1 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 6334108	B1	20011225	US 1989345475	A	19890501	200227	B
			US 1992826255	A	19920124		
			US 1992886382	A	19920519		
			US 1993134071	A	19931008		
			US 1996734675	A	19961021		

Priority Applications (no., kind, date): US 1989345475 A 19890501; US 1992826255 A 19920124; US 1992886382 A 19920519; US 1993134071 A 19931008; US 1996734675 A 19961021

Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes
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US 6334108	B1	EN	141	45	Continuation of application	US 1989345475
					C-I-P of application	US 1992826255
					C-I-P of application	US 1992886382
					Continuation of application	US 1993134071
					C-I-P of patent	US 5305196

### Alerting Abstract US B1

NOVELTY - Information about previously purchased products is stored along with unique customer identification code in computer disk system for each **customer**. When **customer** enters the **account** code of a payment instrument, a **transaction** processor determines a product which is frequently previously purchased by the customer using the stored data, for generating an incentive signal at the point-of-sale terminal.

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- **Customer promotion** system;
- **Targeted** marketing **method** and system

USE - For promoting the sale of frequently purchased product by a customer in retail store and other business establishments such as grocery shop.

ADVANTAGE - Coupons/incentives are provided to the customer to buy the product which is frequently previously purchased by the customer. Hence improves the store's marketing and customer relations. Also identifies new or infrequent customers for developing customer profiles to perform targeted marketing.

DESCRIPTION OF DRAWINGS - The figure shows a flowchart explaining the marketing method.

**Title Terms** /Index Terms/Additional Words: CUSTOMER; PROMOTE; METHOD; RETAIL; STORAGE; GROCERY; SHOP; DETERMINE; FREQUENT; PURCHASE; PRODUCT; GENERATE; SIGNAL; POINT; SALE; TERMINAL

### Class Codes

International Patent Classification					
IPC	Class Level	Scope	Position	Status	Version Date
G06Q-0030/00	A	I		R	20060101
G06Q-0040/00	A	I		R	20060101
G07F-0017/42	A	I		R	20060101
<b>G07G-0001/00</b>	A	I		R	20060101
<b>G07G-0001/12</b>	A	I		R	20060101
<b>G07G-0001/14</b>	A	I		R	20060101
G06Q-0030/00	C	I		R	20060101
G06Q-0040/00	C	I		R	20060101
G07F-0017/00	C	I		R	20060101
<b>G07G-0001/00</b>	C	I		R	20060101
<b>G07G-0001/12</b>	C	I		R	20060101
<b>G07G-0001/14</b>	C	I		R	20060101



**ECLA:** G06Q-030/00A, G06Q-040/00A, G07F-017/42, G07G-001/00, G07G-001/00C, G07G-001/12, G07G-001/14B

**US Classification, Current Main:** 705-014000

**US Classification, Issued:** 70514

File Segment: EPI;

DWPI Class: T01; T05

Manual Codes (EPI/S-X): T01-J05A1; T01-J05A2C; T01-S01C; T05-L01

36/5/5 (Item 5 from file: 350) [Links](#)

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Derwent WPIX

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0008439665 & & *Drawing available*

WPI Acc no: 1997-558442/199751

Related WPI Acc No: 1993-133968; 1993-272389; 1994-126691; 1994-217345; 1995-075345; 1995-089514; 1995-245971; 1995-320125; 1997-086935; 1997-235479; 1997-319376; 1997-372348; 1997-424447; 1997-502622; 2001-624573; 2002-009654; 2002-214992; 2002-360410; 2002-672991; 2006-144175; 2006-351272

XRPX Acc No: N1997-465522

**Targeted customer promotion system for retail store - has processor that determines from set subset of products which may be used as incentives based upon customer preference for products in set**

Patent Assignee: CREDIT VERIFICATION CORP (CRED-N)

Inventor: DEATON D W; GABRIEL R G

Patent Family ( 1 patents, 1 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 5687322	A	19971111	US 1989345475	A	19890501	199751	B
			US 1992826255	A	19920124		
			US 1992886383	A	19920519		
			US 199363413	A	19930517		
			US 199396921	A	19930723		
			US 1993139983	A	19931020		
			US 1995457300	A	19950601		

Priority Applications (no., kind, date): US 1989345475 A 19890501; US 1992826255 A 19920124; US 1992886383 A 19920519; US 199363413 A 19930517; US 199396921 A 19930723; US 1993139983 A 19931020; US 1995457300 A 19950601

Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
US 5687322	A	EN	150	47	Continuation of application	US 1989345475

					C-I-P of application	US 1992826255
					Continuation of application	US 1992886383
					C-I-P of application	US 199363413
					C-I-P of application	US 199396921
					Continuation of application	US 1993139983
					C-I-P of patent	US 5621812

### Alerting Abstract US A

The system includes a terminal for entering a number of **customer's** identification codes, along with **customer transaction** data, at a point-of-sale. A bar code reader detects a universal product code on products purchased by the customers. A memory stores a number of previously entered **customer** identification codes and **customer transaction** data. The memory also stores data relating to universal product codes of products purchased in prior shopping visits by an individual customer.

A processor determines from the memory a set of previously purchased products purchased by a specific customer in prior visits to the store. The processor determines from the set a subset of products which may be used as incentives, the subset based upon customer preference for the products in the set. The preference is determined by a predetermined preference criteria. A circuitry generates a signal upon detection of a specific customer's identification code whose prior shopping visits meet a predetermined prior shopping history criteria.

ADVANTAGE - Facilitate **transactions** by reducing requirement for **customer** identification. Enables store to adopt risk management approach to credit verification base on **customer transaction** history.

**Title Terms** /Index Terms/Additional Words: TARGET; CUSTOMER; PROMOTE; SYSTEM; RETAIL; STORAGE; PROCESSOR; DETERMINE; SET; SUBSET; PRODUCT; BASED ; PREFER

### Class Codes

#### International Patent Classification

IPC	Class Level	Scope	Position	Status	Version Date
G06Q-0030/00	A	I		R	20060101
G07F-0017/42	A	I		R	20060101
<b>G07G-0001/00</b>	A	I		R	20060101
<b>G07G-0001/14</b>	A	I		R	20060101
G06Q-0030/00	C	I		R	20060101
G07F-0017/00	C	I		R	20060101
<b>G07G-0001/00</b>	C	I		R	20060101
<b>G07G-0001/14</b>	C	I		R	20060101

**ECLA:** G06Q-030/00A, G07F-017/42, G07G-001/00, G07G-001/14B

**US Classification, Issued:** 395214

File Segment: EPI;

DWPI Class: T01

Manual Codes (EPI/S-X): T01-J05A1; T01-J05A2

36/5/6 (Item 6 from file: 350) [Links](#)

Fulltext available through: [Order File History](#)

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0007241192 & & *Drawing available*

WPI Acc no: 1995-293503/199539

XRPX Acc No: N1995-222048

**Automatically providing electronic consumer rebate - providing special telephone number so that purchaser can enter product code correlated to purchased item and crediting account with amt. corresp. to product code**

Patent Assignee: AMERICAN TELEPHONE & TELEGRAPH CO (AMTT); LUCENT TECHNOLOGIES INC (LUCE)

Inventor: HOLDA-FLECK M A

Patent Family ( 2 patents, 2 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
CA 2136038	A	19950629	CA 2136038	A	19941117	199539	B
US 5729693	A	19980317	US 1993174570	A	19931228	199818	E
			US 1996781177	A	19960503		

Priority Applications (no., kind, date): US 1993174570 A 19931228; US 1996781177 A 19960503

Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
CA 2136038	A	EN	23	3		
US 5729693	A	EN	9	3	Continuation of application	US 1993174570

**Alerting Abstract CA A**

An existing telephone network and system is used. The consumer dials a dedicated pre-assigned telephone number and is prompted to enter the product code and a serial number for purchase verification purposes. A rebate is provided instantaneously in the form of a credit to the **consumer's** telephone **account**.

The rebates so provided to consumers are collated on a per manufacturer basis. The telephone service provider issues statements to the rebating manufacturers to cover the rebates issued as well as its service charge.

ADVANTAGE - Allows quick collection of rebate without tending to paper-work. Manufacturer spared need to intervene on request-by-request basis. Reduced cost of implementation. System made instantly available to all consumers and manufacturers not requiring intervention or participation by retail merchant at point-of-sale.

**Title Terms** /Index Terms/Additional Words: AUTOMATIC; ELECTRONIC; CONSUME; REBATE; SPECIAL; TELEPHONE; NUMBER; SO; PURCHASE; CAN; ENTER; PRODUCT ; CODE; CORRELATE; ITEM; ACCOUNT; AMOUNT; CORRESPOND

## Class Codes

### International Patent Classification

IPC	Class Level	Scope	Position	Status	Version Date
G06Q-0030/00	A	I		R	20060101
<b>G07G-0001/14</b>	A	I		R	20060101
G06Q-0030/00	C	I		R	20060101
<b>G07G-0001/14</b>	C	I		R	20060101

**ECLA:** G06Q-030/00A, G07G-001/14B

**US Classification, Issued:** 395214, 37993.12

File Segment: EPI;

DWPI Class: T05; W01

Manual Codes (EPI/S-X): T05-L02; W01-C05B3C

36/5/7 (Item 7 from file: 350) [Links](#)

Fulltext available through: [Order File History](#)

Derwent WPIX

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0006936303 & & *Drawing available*

WPI Acc no: 1994-334954/199442

XRPX Acc No: N1994-263056

**Data or message multi-casting to several users connected to shared memory in communications network - using indirect control block to represent duplicated message and point to direct control block storing data buffer characteristics**

Patent Assignee: IBM CORP (IBMC); INT BUSINESS MACHINES CORP (IBMC)

Inventor: BASSO C; CALVIGNAC J; GALAND C; GIROIR D; GIROIRD D; VERPLANKEN F

### Patent Family ( 6 patents, 4 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
EP 622922	A1	19941102	EP 1993480047	A	19930429	199442	B
JP 6334652	A	19941202	JP 199419562	A	19940216	199508	E
US 5561807	A	19961001	US 1994234193	A	19940428	199645	E
US 6038592	A	20000314	US 1994234193	A	19940428	200020	E
			US 1996635048	A	19960419		
EP 622922	B1	20001129	EP 1993480047	A	19930429	200063	E
DE 69329709	E	20010104	DE 69329709	A	19930429	200108	E
			EP 1993480047	A	19930429		

Priority Applications (no., kind, date): EP 1993480047 A 19930429

Patent Details

Patent Number	Kind	Lan	Pgs	Draw	Filing Notes	
EP 622922	A1	EN	34	11		
Regional Designated States,Original	DE FR GB					
JP 6334652	A	JA	25			
US 5561807	A	EN	29	11		
US 6038592	A	EN			Continuation of application	US 1994234193
					Continuation of patent	US 5561807
EP 622922	B1	EN				
Regional Designated States,Original	DE FR GB					
DE 69329709	E	DE			Application	EP 1993480047
					Based on OPI patent	EP 622922

**Alerting Abstract EP A1**

The multicasting method involves organising several control blocks in direct control blocks (DCB) associated with a data buffer whose address has a predetermined relationship with that of the corresp. DCB. A free direct control block queue (FDCBQ) stores the addresses of all the free DCBs and chains them. The queue is controlled by a control block (FDQCB) which stores the addresses of the first and last FDCB in the head and tail fields.

The control blocks are organised into indirect control blocks (ICB). A free ICB queue (FICBQ) is built storing the addresses of free blocks and chaining them. A controller stores the first and last FICB addresses. A necessary number of control blocks are leased from the FDCBQ. The original message is stored in FDCBs. The message is queued. Indirect control blocks store information relative to the message and point to the DCB corresp. to the first data buffer of the original message. The ICB is queued to each user.

USE/ADVANTAGE - Avoids useless re-writing and re-deleting operation. Saves memory space in data store.

**Title Terms** /Index Terms/Additional Words: DATA; MESSAGE; MULTI; CAST; USER; CONNECT; SHARE; MEMORY; COMMUNICATE; NETWORK; INDIRECT; CONTROL; BLOCK; REPRESENT; DUPLICATE; POINT; DIRECT; STORAGE; BUFFER; CHARACTERISTIC

**Class Codes**

International Patent Classification

IPC	Class Level	Scope	Position	Status	Version Date
H04L-012/18			Main		"Version 7"
<b>G06F-0013/00</b>	A	I	F	R	20060101
<b>G06F-0015/16</b>	A	I	L	R	20060101
<b>G06F-0015/16</b>	A	I		R	20060101
<b>G06F-0015/177</b>	A	I	L	R	20060101
H04L-0012/18	A	I		R	20060101
<b>G06F-0013/00</b>	C	I	F	R	20060101
<b>G06F-0015/16</b>	C	I	L	R	20060101

<b>G06F-0015/16</b>	C	I		R	20060101
H04L-0012/18	C	I		R	20060101

**ECLA:** H04L-012/18

**US Classification, Issued:** 395800, 395700, 395650, 395200.08, 395309, 709215, 709216, 709300, 370390

File Segment: EPI;

DWPI Class: W01

Manual Codes (EPI/S-X): W01-A06B5A; W01-A06E1

36/5/8 (Item 1 from file: 347) [Links](#)

Fulltext available through: [Order File History](#)

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09528970 \*\*Image available\*\*

**SALES PROMOTION SYSTEM**

**Pub. No.:** 2008-234336 [JP 2008234336 A ]

**Published:** October 02, 2008 (20081002)

**Inventor:** KUMAGAI KENICHIRO

KAGEYAMA CHIKA

**Applicant:** NOMURA RESEARCH INSTITUTE LTD

**Application No.:** 2007-073345 [JP 200773345]

**Filed:** March 20, 2007 (20070320)

**International Patent Class (v8 + Attributes)**

**IPC + Level Value Position Status Version Action Source Office:**

G06Q-0030/00	A	I	F	B	20060101	20080905	H	JP
G06Q-0050/00	A	I	L	B	20060101	20080905	H	JP
G06Q-0010/00	A	I	L	B	20060101	20080905	H	JP
<b>G07G-0001/12</b>	A	I	L	B	20060101	20080905	H	JP
<b>G07G-0001/14</b>	A	I	L	B	20060101	20080905	H	JP

## ABSTRACT

**PROBLEM TO BE SOLVED:** To attain an efficient sales promotion needing little purchaser's special action.

**SOLUTION:** The system comprises a server (115) communicating with one or more registers (103) provided

in each store. The server receives a user ID, specifies purchase state information corresponding to the received user ID from a plurality of pieces of purchase state information, and prepares **user** sales **promotion** plan information **corresponding** to the **user** ID based on the purchase state information and a plurality of pieces of sales promotion plan information preliminarily prepared. The register reads the user ID of a **user** from a medium carried by the user, and performs transaction with a **transaction** content in which the **user** sales **promotion** plan information **corresponding** to the read **user** ID is applied to one or more read commodity information elements.

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36/5/9 (Item 2 from file: 347) [Links](#)

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09424505 \*\*Image available\*\*

## **TICKET ISSUE MANAGEMENT SYSTEM, PROVISION SERVER, AND USAGE MANAGEMENT SERVER**

**Pub. No.:** 2008-129870 [JP 2008129870 A ]

**Published:** June 05, 2008 (20080605)

**Inventor:** MATSUBAYASHI KEI

**Applicant:** SONY CORP

**Application No.:** 2006-314600 [JP 2006314600]

**Filed:** November 21, 2006 (20061121)

### **International Patent Class (v8 + Attributes)**

#### **IPC + Level Value Position Status Version Action Source Office:**

G06Q-0030/00	A I F B	20060101	20080509	H	JP
<b>G07G-0001/12</b>	A I L B	20060101	20080509	H	JP
H04L-0009/32	A I L B	20060101	20080509	H	JP
G06K-0017/00	A I L B	20060101	20080509	H	JP
G06K-0007/00	A I L B	20060101	20080509	H	JP
<b>G07G-0001/14</b>	A I L B	20060101	20080509	H	JP
G06Q-0010/00	A I L B	20060101	20080509	H	JP

### **ABSTRACT**

**PROBLEM TO BE SOLVED:** To provide a coupon ticket having a usage **limit** to a specific **consumer** at a low cost, and to prevent usage not intended by a provider side.

**SOLUTION:** Coupon ticket data including a bar code encoding a **customer** ID, an advertisement ID **corresponding** to the type of the **coupon** ticket, and hash values generated from these IDs are sent from a

provision server 1 to a consumer terminal 2 to be printed. At a shop at which the coupon ticket is used, bar code data read from the coupon ticket are sent from a shop terminal 4 to a usage management server 5, and confirmation of permission/prohibition of usage is requested. The usage management server 5 checks permission/prohibition of current use according to a confirmation result, which is obtained from the hash values in the bar code data for checking presence/absence of manipulation, and a coupon ticket usage history for each customer ID and each advertisement ID, and notifies the check result to the shop terminal 4.

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36/5/10 (Item 3 from file: 347) [Links](#)

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## COUPON REALIZATION SYSTEM AND POINT REALIZATION SYSTEM

**Pub. No.:** 2005-115965 [JP 2005115965 A ]

**Published:** April 28, 2005 (20050428)

**Inventor:** HASEGAWA TORU

**Applicant:** TANIMOTO HITOSHI

**Application No.:** 2004-349289 [JP 2004349289]

Division of 2000-285672 [JP 2000285672]

**Filed:** December 02, 2004 (20041202)

**International Class:** G06F-017/60; G07G-001/12

## ABSTRACT

**PROBLEM TO BE SOLVED:** To provide a coupon realization system capable of realizing a coupon so that shopping can be performed.

**SOLUTION:** This system comprises a **customer account** storage part 13 for storing a **customer account** file 15 for recording electronic money corresponding to **customer**-owned money; a store **account** storage part 14 for storing a store account file 16 for recording electronic money corresponding to store-owned money; a data receiving means 9 for receiving coupon data related to the coupon used in the store by the customer from a store terminal possessed by the store; an electronic money converting means 11 for converting the coupon amount used by the **customer**, out of the received **coupon** data, to electronic money **corresponding** to the **coupon** amount; and an electronic money moving means 17 for subtracting at least a part of the converted electronic money from the store **account** file 16 to move it to the **customer account** file 15. Thereby, the coupon can be realized so that shopping can be performed.

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36/5/11 (Item 4 from file: 347) [Links](#)

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08213543 \*\*Image available\*\*

## **COUPON ISSUANCE SYSTEM, AND COUPON ISSUANCE METHOD AND DEVICE**

**Pub. No.:** 2004-326303 [JP 2004326303 A ]

**Published:** November 18, 2004 (20041118)

**Inventor:** SEGUCHI ATSUKI

KON AKIO

SAKURAI DAIYA

HIRANO HANAKO

IWASA HIRONORI

**Applicant:** RECRUIT CO LTD

**Application No.:** 2003-118224 [JP 2003118224]

**Filed:** April 23, 2003 (20030423)

**International Class:** G06F-017/60

### **ABSTRACT**

**PROBLEM TO BE SOLVED:** To increase the convenience of a coupon to a user.

**SOLUTION:** User terminals 100 and a coupon management device 200 are communicatively connected via a network 300. The coupon management device 200 has a coupon folder 212 for **holding user**-registered coupons for every **user**, and a coupon information table 211 for storing given coupon information. A coupon information control part 202, when requested by an arbitrary user terminal 100 to display the coupons held in the coupon folder 212 of the **user** of the **user** terminal 100, fetches the **coupon** information **corresponding** to the **coupons** from the **coupon** information table 211 and sends it to the **user** terminal 100.

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36/5/12 (Item 5 from file: 347) [Links](#)

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07809100 \*\*Image available\*\*

## **INFORMATION PROVIDING SYSTEM, SERVER, PROGRAM AND RECORDING MEDIUM**

**Pub. No.:** 2003-303209 [JP 2003303209 A ]

**Published:** October 24, 2003 (20031024)

**Inventor:** PETRAS PETOROSHIKEBISHIUSU

**Applicant:** INTERLOGICS INC

**Application No.:** 2002-108774 [JP 2002108774]

**Filed:** April 11, 2002 (20020411)

**International Class:** G06F-017/30

### **ABSTRACT**

PROBLEM TO BE SOLVED: To provide an information providing system, server, program and recording medium possible to perform efficient sale **promotion** activities **corresponding** to the intention and idea of each individual **user**.

SOLUTION: The information providing system 1 is mainly comprised of a server 3 and a plurality of terminals 7-1, 7-2, 7-3, etc., (terminals 7) connected to the server 3 via a network 5 possible in two-way communication. The server 3 produces databases for every **user holding user** information inputted from the terminal 7 and/or browsing history information of browses carried out with the terminals 7 by a database producing means in real-time, analyzes information held in the databases by an information producing means, produces information individually on each user to provide based on the analysis result, and provides the information to users.

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36/5/13 (Item 6 from file: 347) [Links](#)

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## COMMODITY SALES REGISTRATION DATA PROCESSOR

**Pub. No.:** 2003-036477 [JP 2003036477 A ]

**Published:** February 07, 2003 (20030207)

**Inventor:** AIKAWA HIROYUKI

**Applicant:** TOSHIBA TEC CORP

**Application No.:** 2001-224702 [JP 2001224702]

**Filed:** July 25, 2001 (20010725)

**International Class:** G07G-001/12; G06F-017/60

## ABSTRACT

PROBLEM TO BE SOLVED: To **correspond** to service giving a **special** point to a new **customer** who does not have a purchase result by the discretion of a salesperson without an injustice.

SOLUTION: The upper limit point of a salesperson service point allocated to every salesperson is stored by individual salesperson codes. When a customer code input means inputs a customer code, the customer specified by the customer code is judged to be the new customer who does not have the purchase result or not. When the person is judged to be the new **customer**, the input of the salesperson service point to the upper **limit** point stored with respect to the salesperson code inputted by the sales code input means is permitted. When the sales service point to the upper limit point whose input is permitted is inputted, the salesperson service point is given to the customer specified by the customer code inputted by the customer code input means.

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**METHOD FOR SALES PREDICTING BASED UPON CUSTOMER VALUE BY THREE INDEX AXES**

**Pub. No.:** 2002-358402 [JP 2002358402 A ]

**Published:** December 13, 2002 (20021213)

**Inventor:** WATARAI HIROSHI

KAWAI TETSUYA

**Applicant:** DENTSU TEC INC

**Application No.:** 2001-165325 [JP 2001165325]

**Filed:** May 31, 2001 (20010531)

**International Class:** G06F-017/60; G06F-019/00

**ABSTRACT**

**PROBLEM TO BE SOLVED:** To provide a method for sales prediction meeting investment object conditions for sales of a specified articles by discriminating whether the current value and future value of a customer are large or small and its resource and providing selection information in effective sales-promotion investment corresponding to the customer.

**SOLUTION:** Customer consumption information on the specified article is divided into customer value evaluation cells for discriminating whether the current value and future value of the customer are large or small and the source resource of the customer future value by using the three index axes, i.e., a purchase amount index axis (1st index axis), a user type index axis (2nd index axis), and a customer purchase participation degree index axis (3rd index axis); and time variations of the cells in different measurement periods and variations by sales-promotion investment are measured and the sales-promotion investment and the causation of the sales are digitized to perform sales prediction simulation.

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36/5/15 (Item 8 from file: 347) [Links](#)

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**COMMUNICATION METHOD FOR REPORTING CUSTOMER'S COMING TO STORE AND CUSTOMER INFORMATION FOR BUSINESS ACTIVITY, BANK COMMUNICATION SYSTEM AND PROGRAM**

**Pub. No.:** 2002-279170 [JP 2002279170 A ]  
**Published:** September 27, 2002 (20020927)  
**Inventor:** MAKINO KATSUHIKO  
SUGAWARA AKIHIKO  
**Applicant:** ASAHI BANK LTD  
NIPPON ATM KK  
**Application No.:** 2001-080857 [JP 200180857]  
**Filed:** March 21, 2001 (20010321)  
**International Class:** G06F-017/60

## ABSTRACT

**PROBLEM TO BE SOLVED:** To enable effective business **promotion activity corresponding** to every **customer** by reporting **customer** information and **customer's** coming to a store to a business department by communication according to customer data input to a cash dispenser (an automatic teller machine or the like).

**SOLUTION:** An integrated center communication system 1 collects contents of information in a plurality of items including the bank use status and name obtained by sub-dividing the customer information, transfers the same, and rewrites the current stored customer information to new transferred concerned customer information, A business store communication system 2 takes and stores the collected customer information transferred from the integrated center communication system 1. When the start of using the automatic teller machine by the customer is recognized, the stored concerned customer information is read and informed by communication, and new customer information by each customer taken after communication, information is transferred to the integrated center communication system 1, and the stored customer information and new customer information are erased. A business office communication and reporting system (wireless TA 28, portable terminals 29, 29A to 29C) receives and displays the information by communication from a business office communication system 2.

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36/5/16 (Item 9 from file: 347) [Links](#)

Fulltext available through: [Order File History](#)  
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07391188 \*\*Image available\*\*

**PRIVILEGE PROVISION METHOD AND SYSTEM FOR FINANCIAL INSTITUTION, AND  
DECISION DEVICE AND DECISION PROGRAM THEREFOR**

**Pub. No.:** 2002-259689 [JP 2002259689 A ]  
**Published:** September 13, 2002 (20020913)  
**Inventor:** YAMAKITA OSAMU  
**Applicant:** OKI ELECTRIC IND CO LTD  
**Application No.:** 2001-051427 [JP 200151427]  
**Filed:** February 27, 2001 (20010227)

**International Class: G06F-017/60; G06F-017/30**

## **ABSTRACT**

**PROBLEM TO BE SOLVED:** To further obtain **customers** of a **financial** institution by providing privilege to the **customer**.

**SOLUTION:** A store ID and the **account** number of a **customer** are sent from a terminal device 41 of a hotel 40 to a privilege information decision server 10. The decision server 10 performs retrieval from an account balance database 30 according to the **account** number to decide the account balance of the **customer**, retrieves select privilege information and **free** privilege information **corresponding** to the balance from a privilege information storage part 20, and sends those pieces of information to the terminal device 41. At the hotel 40, services and articles that those pieces of information show are provided for the lodging customer.

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36/5/17 (Item 10 from file: 347) [Links](#)

Fulltext available through: [Order File History](#)

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07383057 \*\*Image available\*\*

## **POINT SERVICE SYSTEM, METHOD, AND PROGRAM**

**Pub. No.:** 2002-251557 [JP 2002251557 A ]

**Published:** September 06, 2002 (20020906)

**Inventor:** GOTO KOJI

KASE SEIJI

TETTO TAKAKAZU

NISHIMURA NAOKI

MUKODA ATSUKO

**Applicant:** KINTETSU CABLE NETWORK KK

NI PLANNING CO LTD

**Application No.:** 2001-048451 [JP 200148451]

**Filed:** February 23, 2001 (20010223)

**International Class: G06F-017/60**

## **ABSTRACT**

**PROBLEM TO BE SOLVED:** To provide a point service system capable of applying an effective sales promotion **activity** to **customers** having never visited a shop and enabling **customers** to easily determine how to use points.

**SOLUTION:** The point service system is provided with a customer information DB 13 storing customer information including points of customers, a shop information DB 14 storing shop information including the utilization conditions of coupons, a point calculating means 7 enabling the customers to acquire points and

accumulating the acquired points in the customer information DB 13, a retrieving means 10 retrieving the shops desired by the customers for use from the shop information DB 14, and a data display means 9 displaying screens to customer terminals 2 for urging the customers to determine whether to utilize coupons or not at the retrieved shops. The points **corresponding** to the utilized **coupons** are subtracted from the points in the **customer** information DB 13 based on the coupon utilization determination information received from the customer terminals 2, and coupon utilization conditions are read from the shop information of the relevant shop and displayed on the customer terminals 2.

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07224080 \*\*Image available\*\*

## COUPON REALIZATION SYSTEM AND POINT REALIZATION SYSTEM

**Pub. No.:** 2002-092520 [JP 2002092520 A ]

**Published:** March 29, 2002 (20020329)

**Inventor:** HASEGAWA TORU

**Applicant:** HASEGAWA TORU

**Application No.:** 2000-285672 [JP 2000285672]

**Filed:** September 20, 2000 (20000920)

**International Class:** G06F-017/60; G07G-001/12; G07G-001/14

## ABSTRACT

**PROBLEM TO BE SOLVED:** To provide a coupon realization system capable of realizing a coupon so that a shopping can be performed.

**SOLUTION:** This system comprises a **customer account** storage part 13 for storing a **customer account** file 15 for recording the digital cache corresponding to the money the **customer** had; a store **account** storage part 14 for storing a store account file 16 for recording the digital cache corresponding to the money the store had; a data receiving means 9 for receiving a coupon data related to the coupon used in the store by the customer from the store terminal possessed by the store; a digital cache converting means 11 for converting the coupon sum used by the **customer**, of the received **coupon** data, to the digital cache **corresponding** to this **coupon** sum; and a digital cache moving means 17 for subtracting at least a part of the converted digital cache from the store **account** file 16 and moving it to the **customer account** file 15. Accordingly, the coupon can be realized so that a shopping can be performed.

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Fulltext available through: [Order File History](#)

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07156033 \*\*Image available\*\*

## BUG INFORMATION RETURNING SYSTEM

**Pub. No.:** 2002-024414 [JP 2002024414 A ]

**Published:** January 25, 2002 (20020125)

**Inventor:** SUGIOKA MIKIO

**Applicant:** SHIMADZU CORP

**Application No.:** 2000-205970 [JP 2000205970]

**Filed:** July 07, 2000 (20000707)

**International Class:** G06F-017/60

## ABSTRACT

**PROBLEM TO BE SOLVED:** To provide a bug information returning system capable of positively collecting new bug information discovered by a user without delay.

**SOLUTION:** The bug information reported from the **user** is returned with **correspondent** value (money, gold note, point, **discount** or service) **corresponding** to novelty, significance and availability. The bug information provided from the user is collated with data in a bug information database storing known bug information and when it is confirmed as a novel bug, it is additionally stored in this database. Corresponding to the significance of the novel bug, the procedure of the transfer of a reward or the like to a bank **account** designated by the **user** is requested to a **financial** institution 8 by a reduction means 5. The physical or time damage to the user caused by the appearance of bug is compensated, unsatisfactory feelings are canceled and reliability in a software provider and a product thereof is improved at the same time. Besides, because of return, the user positively reports the bug without delay and a large number of other users do not fall in the same bug. Further, the software provider speedily collects the bug information as well, the degree of completion of software can be speedily improved and highly reliable software can be provided.

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36/5/20 (Item 13 from file: 347) [Links](#)

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## SERVER FOR MANAGING CUSTOMER REWARD POINT AND SYSTEM FOR MANAGING CUSTOMER REWARD POINT USING THE SAME

**Pub. No.:** 2001-338199 [JP 2001338199 A ]

**Published:** December 07, 2001 (20011207)

**Inventor:** SUGIHARA KEI

**Applicant:** SUGIHARA KEI

**Application No.:** 2000-154260 [JP 2000154260]

**Filed:** May 25, 2000 (20000525)

**International Class: G06F-017/60; G07G-001/12**

## **ABSTRACT**

**PROBLEM TO BE SOLVED:** To provide a point system which adds points obtained by reading and transactions on the Internet and points obtained by visiting a store for transactions together and manages them and also exchanges the points with those of another point system.

**SOLUTION:** In this customer reward point management system, a computer system for mediating the client terminal of a user, a member company for providing merchandise/service or information and a virtual store WWW server operated by the **member** company and adding a **customer** reward point in the point **account** of the **consumer** and managing them each time intermediation is performed consists of a point managing device provided in a point management operation provider, the Web server of a member company/group, member store terminal machines used for the settlement of the member company/group and the computer system of another point management operation provider, and the point managing device performs intermediary management, also receives settlement information from member store terminal machines which are installed in the storefronts of the member stores for providing merchandise/service and used for price settlement and adds a **customer reward** point that **corresponds** to a settlement amount.

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07001843 **\*\*Image available\*\***

## **SYSTEM AND METHOD FOR POINT SERVICE**

**Pub. No.:** 2001-229460 [JP 2001229460 A ]

**Published:** August 24, 2001 (20010824)

**Inventor:** YAGAMI HIROSHI  
YAGAMI MAKOTO

**Applicant:** YAGAMI HIROSHI  
YAGAMI MAKOTO

**Application No.:** 2000-374540 [JP 2000374540]

**Filed:** December 08, 2000 (20001208)

**Priority:** 11-376431 [JP 99376431], JP (Japan), December 08, 1999 (19991208)

**International Class: G07G-001/12; G06F-017/60**

## **ABSTRACT**

**PROBLEM TO BE SOLVED:** To provide a point service system which can display customer keeping effect and eliminate unfairness among member stores by promoting the introduction of a new member and the use of the member stores by members.



SOLUTION: This system is equipped with a member data storage part 61 which stores member data D1, a management data storage part 62 which stores management data D2, and a control part 65. The control part 65 adds use points corresponding to the use result of a member to the held points of the **member** data D1 according to **transaction** data, adds **reward** basic points **corresponding** to the use result to the total reward basic points of management data D2 according to the transaction data, and adds reward points P2, which is calculated at the end of a month from the total introduced member number and total reward basic points of the management data D1 and the introduced member number of the member data D1, to the held points H of the member data D1.

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36/5/22 (Item 15 from file: 347) [Links](#)

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#### DEVICE AND METHOD FOR INFORMATION PROCESSING, AND RECORDING MEDIUM

**Pub. No.:** 2001-160109 [JP 2001160109 A ]

**Published:** June 12, 2001 (20010612)

**Inventor:** YOSHIZAWA KATSUMI

**Applicant:** SONY CORP

**Application No.:** 11-344393 [JP 99344393]

**Filed:** December 03, 1999 (19991203)

**International Class:** G06F-019/00; G06F-017/60

#### ABSTRACT

PROBLEM TO BE SOLVED: To transfer **cash back corresponding** to points to the **account** of a **customer**.

SOLUTION: The terminal device 1-1 of a customer or a point issuing system 5 are connected to an open network 6. A point restoration system 4 is connected to a financial network 11 through a **financial** gateway 10. The authentication of the **customer** is performed according to a certificate issued by a user authentication system 3. The system 5 gives points corresponding to a used amount paid to a service provider to the **customer** and record the points in a point **account** database 9. The amount of money corresponding to the given points is transferred to a **financial** institution 15 from a **financial** institution 14. When the **customer** asks the system 4 to restore the points to money, the system 4 makes the institution 15 transfer the amount of money corresponding to the points to a financial institution 13.

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**ELECTRIC COMMERCE SYSTEM, ELECTRONIC COMMERCE PROVIDING DEVICE,  
ELECTRONIC COMMERCE UTILIZING DEVICE AND RECORDING MEDIUM**

**Pub. No.:** 2001-142951 [JP 2001142951 A ]

**Published:** May 25, 2001 (20010525)

**Inventor:** NEISHI HIDEO

**Applicant:** SONY CORP

**Application No.:** 11-321576 [JP 99321576]

**Filed:** November 11, 1999 (19991111)

**International Class:** G06F-017/60; G06F-015/00; G06F-019/00; G09C-001/00

**ABSTRACT**

**PROBLEM TO BE SOLVED:** To improve convenience for a **user** in a commercial **transaction**, for which an electronic communication means is used, to reduce charges related to Internet line utilization and to provide service individually corresponding to each of users.

**SOLUTION:** In this electronic commerce providing device 2, an article selecting means 2g selects an article corresponding to the taste or the like of a specified client based on **client** information. Besides, a discount price calculating means 2h calculates a **discount price corresponding** to each of **clients** based on **client** information and discount information. A catalog preparing means 2i prepares article catalog information based on the selected article and the calculated discount price and after an electronic signature is applied, the prepared article catalog information is transmitted to an electronic commerce utilizing device 4 owned by the specified client. Besides, in the electronic commerce utilizing device 4, the article is read based on the transmitted article catalog information. When the client is to purchase the article, the client inputs detailed purchase information and the inputted detailed purchase information is enciphered and transmitted through an electronic communicate means 3 to the electronic commerce providing device 2 after the electronic signature is attached.

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05871172 \*\*Image available\*\*

**SALES DATA PROCESSOR**

**Pub. No.:** 10-154272 [JP 10154272 A ]

**Published:** June 09, 1998 (19980609)

**Inventor:** TAKATSUDO HIROAKI

SAKAI TORU

**Applicant:** CASIO COMPUT CO LTD [350750] (A Japanese Company or Corporation), JP (Japan)

**Application No.:** 09-369074 [JP 97369074]

**Filed:** December 29, 1997 (19971229)

**International Class:** [ 6 ] **G07G-001/12; G07G-001/01**

**JAPIO Class:** 29.4 (PRECISION INSTRUMENTS -- Business Machines)

**JAPIO Keyword:** R131 (INFORMATION PROCESSING -- Microcomputers & Microprocessors)

#### **ABSTRACT**

**PROBLEM TO BE SOLVED:** To confirm the purchasing state of each customer and also to acquire individual information that is necessary for **customer**, by outputting commodity data and sales **promotion** data while making them **correspond** to **customer** identification data.

**SOLUTION:** In the case of wanting to know **customer** number, a mode changeover switch 3A is set to a **checking** mode, a **customer** inquiry key 3C(sub 4) is operated, articles that are bought in the past are asked about and those article numbers are successively inputted by a replacing key 3B. When a specifying key 3C(sub 5) is finally operated after the flags of all the customers that bought the article in customer memory m2 are turned on and customers are narrowed down, the image data of the customer is shown on a CRT display part 11 together with the customer name and the customer number and the customer name, etc., can be specified. When a customer number is inputted by operating the key 3C(sub 4) in a checking mode, the catalogue contents on commodities that correspond to corresponding link destination number are read from sales promotion memory m3 and shown on the display 11, and thus, sales promotion effect can be improved more.

36/5/25 (Item 18 from file: 347) [Links](#)

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#### **TRANSACTION PROCESSOR WITH PACKING FUNCTION**

**Pub. No.:** 09-185745 [JP 9185745 A ]

**Published:** July 15, 1997 (19970715)

**Inventor:** KIJIMA YASUSHI

**Applicant:** OMRON CORP [000294] (A Japanese Company or Corporation), JP (Japan)

**Application No.:** 07-353731 [JP 95353731]

**Filed:** December 27, 1995 (19951227)

**International Class:** [ 6 ] **G07D-009/00; B65B-061/28; G06F-019/00**

**JAPIO Class:** 29.4 (PRECISION INSTRUMENTS -- Business Machines); 31.1 (PACKAGING -- General); 45.4 (INFORMATION PROCESSING -- Computer Applications)

**JAPIO Keyword:** R087 (PRECISION MACHINES -- Automatic Banking)

#### **ABSTRACT**

**PROBLEM TO BE SOLVED:** To discharge a packing **member** such as a 'gift paper bag' **matching** the use of a transaction medium such as a bill together with the **transaction** medium by providing a discharging means which discharges the packing **member** corresponding to the use of the **transaction** medium.

**SOLUTION:** A 1st medium storage part 26 which stores new bills, a 2nd medium storage part 27 which stores old bills, and a 3rd medium storage part 28 which stores coupons gift certificates, etc., are connected

and a bag storage part 29 is connected; when money is paid, whether the transaction medium is packed or not is selected and when the nonpacking is selected, specified bills or tickets are discharged to a medium entrance exit 14. When the packing is selected, the specified bills or tickets are fed out of the storage parts 26-28 and guided to a medium packing part 24 and at the same time, one bag is fed out of the bag storage part 29 and guided to a bag print part 25, which performs a print process matching the use of a ceremonial occasion. Then the printed bag is guided to the medium packing part 24 and after the transaction-specified bills or tickets are put in this bag, the bag is discharged to the medium entrance exit 14.

41/5/2 (Item 2 from file: 2) [Links](#)

INSPEC

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06564936 **INSPEC Abstract Number:** B9706-6210R-007, C9706-7410F-008

**Title:** A multimedia architecture facilitating advanced interactive customer services

**Author** Linge, N.; Brown, P.

**Author Affiliation:** Dept. of Electron. & Electr. Eng., Salford Univ., UK

**Conference Title:** 18th Biennial Symposium on Communication. Symposium Proceedings p. 301-4

**Editor(s):** Mouftah, H.T.

**Publisher:** Queen's Univ , Kingston, Ont., Canada

**Publication Date:** 1996 **Country of Publication:** Canada xiii+422 pp.

**Material Identity Number:** XX96-00964

**Conference Title:** Proceedings of 18th Biennial Symposium on Communications

**Conference Sponsor:** Dept Commun.; Nortel Technol.; Telecommun. Res. Inst. Ontario; IEEE Kingston Sect.; et al

**Conference Date:** 2-5 June 1996 **Conference Location:** Kingston, Ont., Canada

**Language:** English **Document Type:** Conference Paper (PA)

**Treatment:** General, Review (G); Theoretical (T)

**Abstract:** In January of 1996 United Utilities became the first multi-utility company in the UK formed from the combination of the regional electricity company (REC), NORWEB, and the North West Water group of companies. This multi-utility **group** is now able to offer its **customers**, throughout the North West of England, water, electricity, gas and telecommunication services. Furthermore, new technology developed by NORWEB Communications enables existing electricity distribution networks to be utilised for the transmission of digital information thereby creating truly integrated energy and telecommunications service delivery platforms capable of supporting a whole new range of service applications, without the need to install additional infrastructure or to utilise a third party access network. Of particular interest to NORWEB is the development of customer access facilities which can provide a whole range of new services including remote billing, pseudo real-time information regarding consumption, fault reporting, the arrangement of appointments for service engineers and many **promotional** applications which include carefully **targeted** advertising, after sales service and an enhanced **customer** enquiry service. Many of these are of course generic in nature and of significant relevance to a broad spectrum of industries. Of key importance therefore is the multimedia architecture to support these services. This can be considered to comprise a service applications platform running over a communications platform. This paper investigates this architecture. ( 5 Refs)

**Subfile:** B C

**Descriptors:** advertising; electricity supply industry; interactive systems; invoicing; multimedia communication; network topology; telecommunication computing; telecommunication services; water supply

**Identifiers:** multimedia architecture; interactive customer services; United Utilities; multi-utility group; UK;

regional electricity company; NORWEB; North West Water group; telecommunication services; water; electricity; gas; electricity distribution networks; customer access facilities; remote billing; fault reporting; consumption; advertising; after sales service; customer enquiry service; service applications platform  
**Class Codes:** B6210R (Multimedia communications); B8110B (Power system management, operation and economics); C7410F (Communications computing); C7165 (Public utility administration)  
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41/5/3 (Item 3 from file: 2) [Links](#)

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INSPEC

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06474891 **INSPEC Abstract Number:** B9702-0290P-026, C9702-4170-030

**Title:** Explicit Runge-Kutta methods for initial value problems with oscillating solutions

**Author** Calvo, M.; Franco, J.M.; Mentijano, J.I.; Rande, L.

**Author Affiliation:** Dept. de Matematica Aplicada, Zaragoza Univ., Spain

**Journal:** Journal of Computational and Applied Mathematics vol.76, no.1-2 p. 195-212

**Publisher:** Elsevier ,

**Publication Date:** 17 Dec. 1996 **Country of Publication:** Netherlands

**CODEN:** JCAMDI **ISSN:** 0377-0427

**SICI:** 0377-0427(19961217)76:1/2L:195:ERKM;1-G

**Material Identity Number:** E789-97001

**U.S. Copyright Clearance Center Code:** 0377-0427/96/\$15.00

**Document Number:** S0377-0427(96)00103-3

**Language:** English **Document Type:** Journal Paper (JP)

**Treatment:** Theoretical (T)

**Abstract:** New pairs of embedded Runge-Kutta methods specially adapted to the numerical solution of first order systems of differential equations which are assumed to possess oscillating solutions are obtained. These pairs have been derived taking into account not only the usual properties of accuracy, stability and reliability of the local error estimator to adjust the stepsize of the underlying formulas but also the dispersion and dissipation orders of the advancing formula as defined by Van der Houwen and Sommeijer (1989). Three nine-stage embedded pairs of Runge-Kutta methods with algebraic orders 7 and 5 and higher **orders** of dispersion and/or dissipation are selected among the **members** of a family of **pairs** depending on several **free** parameters. Some numerical results are presented to show the efficiency of the new methods. ( 13 Refs)

**Subfile:** B C

**Descriptors:** differential equations; error analysis; initial value problems; numerical stability; Runge-Kutta methods

**Identifiers:** explicit Runge-Kutta methods; embedded Runge-Kutta methods; numerical solution; first order differential equations; initial value problems; oscillating solutions; local error estimator; dispersion; dissipation orders; nine-stage embedded pairs; algebraic orders; free parameters

**Class Codes:** B0290P (Differential equations); B0290B (Error analysis in numerical methods); C4170 (Differential equations); C4110 (Error analysis in numerical methods)

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41/5/4 (Item 4 from file: 2) [Links](#)

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INSPEC

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06422157 **INSPEC Abstract Number:** C9612-7250R-010

**Title:** Handling spelling errors in online catalog searches

**Author** Drabenstott, K.M.; Weller, M.S.

**Author Affiliation:** Sch. of Inf., Michigan Univ., Ann Arbor, MI, USA

**Journal:** Library Resources & Technical Services vol.40, no.2 p. 113-32

**Publisher:** American Libr. Assoc ,

**Publication Date:** April 1996 **Country of Publication:** USA

**CODEN:** LRTSAH **ISSN:** 0024-2527

**SICI:** 0024-2527(199604)40:2L;113:HSEO;1-8

**Material Identity Number:** L033-96002

**Language:** English **Document Type:** Journal Paper (JP)

**Treatment:** Practical (P)

**Abstract:** The purpose of this paper is to add to our understanding and knowledge of spelling errors in online catalog searches based on empirical studies and suggest ways in which systems that detect such errors should handle the errors that they detect. One study of spelling errors in online catalog searches involved a **categorization** of **user** queries for subjects that were extracted from four university libraries' online catalog transaction logs. The results of the analysis demonstrated that less than 6% of **user** queries that **match** the catalog's controlled and **free**-text terms contain spelling errors. This percentage did not account for spelling errors in **user** queries that failed to **match** the catalog's controlled and **free**-text terms, because of the difficulty of verifying certain terms and phrases and of collection failure. The results of a related study involved user responses to an experimental online catalog that detected possibly misspelled words. While the majority of users corrected misspelled query words, a sizable proportion made an action that was even more detrimental than the original misspelling; for example, they added another word or phrase to the query in addition to the misspelled word. This paper concludes with three recommendations for improvements to online catalogs to assist users in the correction of misspelled query words and the detection of queries that fail due to collection failure. ( 16 Refs)

**Subfile:** C

**Descriptors:** academic libraries; bibliographic systems; cataloguing; information retrieval; library automation; spelling aids; vocabulary

**Identifiers:** spelling errors; online catalog searching; user queries; university libraries; online catalog transaction logs; free-text terms; controlled terms; user responses; online catalog; word; phrase

**Class Codes:** C7250R (Information retrieval techniques); C7240 (Information analysis and indexing); C7250C (Bibliographic retrieval systems); C7210L (Library automation)

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41/5/5 (Item 5 from file: 2) [Links](#)

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INSPEC

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04193625 **INSPEC Abstract Number:** B88052675

**Title:** Customer operations: the goal is satisfaction (telecommunications)

**Author** Foster, S.G.

**Author Affiliation:** AT&T Network Syst., Ballwin, MO, USA

**Journal:** AT&T Technology vol.3, no.1 p. 46-53

**Publication Date:** 1988 **Country of Publication:** USA

**CODEN:** ATTTEJ **ISSN:** 0889-8979

**Language:** English **Document Type:** Journal Paper (JP)

**Treatment:** General, Review (G)

**Abstract:** More than 15000 employees from Customer Operations at AT&T Network Systems are ready, willing, and able to assist customers from the moment they choose AT&T equipment. Highly-skilled telecommunications specialists install and test products, designing **special** procedures to **match customer's** configurations. AT&T's Regional Technical Assistance Centers (RTACs) are able to provide customized support-including technical help and emergency diagnostics, and flexible maintenance plans. Among the comprehensive services **customer** operations provides for the information **age** marketplace are building communications services and adaptive design engineering, services designed to provide customized support from design and layout, to special development projects. ( 0 Refs)

**Subfile:** B

**Descriptors:** design engineering; telecommunication services

**Identifiers:** AT&T Network Systems; telecommunications; emergency diagnostics; maintenance; customer operations; building communications services; adaptive design engineering; customized support

**Class Codes:** B0170C (Project and design engineering); B6200 (Telecommunication)

41/5/6 (Item 6 from file: 2) [Links](#)

Fulltext available through: [STIC Full Text Retrieval Options](#)  
INSPEC

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01783416 **INSPEC Abstract Number:** B75026619

**Title:** The long term regulation of the relations with the consumers of the electric energy

**Author** Feocze, D.

**Author Affiliation:** Poslovno Udruzenje Elektroprivrednih Organizacija Hrvatske, Zagreb, Yugoslavia

**Journal:** Energija vol.24, no.1-2 p. 1-6

**Publication Date:** 1975 **Country of Publication:** Yugoslavia

**CODEN:** ENJAAC **ISSN:** 0013-7448

**Language:** Croatian **Document Type:** Journal Paper (JP)

**Treatment:** Economic aspects (E); General, Review (G)

**Abstract:** Suggests classification of the **consumers** according to the quality of the supply into two basic **groups:** ' **consumers** on contract', who require a special kind of supply with respect to the continuity and the quality, and 'tariff consumers' who are satisfied with the standard way of supply. The **consumers** who decide for the **special** kind of supply would pay **corresponding special** prices. For the standard supply the prices of the general tariff would apply. ( 2 Refs)

**Subfile:** B

**Descriptors:** power systems; tariffs

**Identifiers:** standard supply; special and general tariffs; power systems; electric energy consumers classification; consumers on contract; tariff consumers

**Class Codes:** B8110B (Power system management, operation and economics)

41/5/7 (Item 1 from file: 35) [Links](#)

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## **MATERIAL DESIGN IN STEEL MAKING UTILISING MATHEMATICAL MODELLING, KNOWLEDGE-BASED AND FUZZY LOGIC APPROACHES**

**Author:** SHIVATHAYA, SEETARAM SAHADEV

**Degree:** PH.D.

**Year:** 1997

**Corporate Source/Institution:** UNIVERSITY OF WOLLONGONG (AUSTRALIA) ( 0727 )

**Source:** Volume 5804B of Dissertations Abstracts International.

PAGE 2089 .

**Descriptors:** ENGINEERING, MECHANICAL ; ARTIFICIAL INTELLIGENCE ; ENGINEERING, METALLURGY

**Descriptor Codes:** 0548; 0800; 0743

This thesis discusses a material design system which deals with the determination of the steelmaking aim chemistry. If an attempt is made to design aim chemistry only based on a mathematical approach of utilising the empirical models between various design parameters, it would result in unrealistic design because relationships between various design parameters are not always linear. The approach put forward in this thesis is a hybrid approach, where the knowledge-base is applied at every stage of the design process to utilise the expert as well as the heuristic knowledge of metallurgists to obtain the designs which are realistic and which take into account various limitations and constraints encountered in steel making. The inputs to the system are through interactive dialogue sessions and the inputs consist of the material standards, size, quantity, tonnage, end use and the customer special requirements. These inputs along with the numerous rules in the knowledge-bases as well as the mathematical modelling enable the effective design of the steelmaking aim chemistry.

Knowledge Elicitation (KEL) is the most important stage, but it is often the principal bottleneck in the development of knowledge-based systems. Due to the difficulties faced in the knowledge elicitation process, development of a knowledge-based system for material design in steel making industry is a complex task. An attempt is made in this thesis to present a novel approach to deal with knowledge elicitation for material design problems in steel making industry. This research centres around the human aspects and is based on practical experience gained while developing a knowledge-based system for material design at BHP Steel, Australia. This approach involves codification of the customer special requirements to identify the knowledge sources involved in the design process. This is followed by the use of paper models to improve the efficiency of KEL process. The second stage of the structured interviews is based on the customer special requirement codes for eliciting the missing information and for clarifying any ambiguities or inconsistencies. The knowledge representation scheme developed for the material design system aims at reducing the search time and storage space by utilising the codification scheme to classify various knowledge sources into appropriate categories.

The thesis then presents the application of fuzzy logic to the material design system to rank the alternative steel making aim chemistries according to the degree which will satisfy the customer's requirements of chemistry and mechanical properties, which due consideration given to the economic aspects and the complexity involved in the production. Statistical data regarding the performance of the grades produced in the past are also utilised in this process.

Finally the thesis presents the development of an interactive graphical user interface for a material design knowledge-based system based on a three character alphanumeric codification scheme for customer special requirements. This user interface makes the material design system more user friendly and enables error free and fast input of the basic information and the **customer special** requirements, **corresponding** to any **customer order** for steel plates. (Abstract shortened by UMI.)



41/5/8 (Item 2 from file: 35) [Links](#)

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01454023 ORDER NO: AADAA-I9601332

**SOCIAL POWER, GENDER AND STATUS: AN INVESTIGATION OF THEIR EFFECTS IN ADVERTISING (CONSUMERS)**

**Author:** COURS, DEBORAH

**Degree:** PH.D.

**Year:** 1995

**Corporate Source/Institution:** UNIVERSITY OF CALIFORNIA, LOS ANGELES ( 0031 )

Co-chair: RONALD C. GOODSTEIN; HAROLD H. KASSARJIAN

**Source:** Volume 5609A of Dissertations Abstracts International.

PAGE 3656 . 128 PAGES

**Descriptors:** BUSINESS ADMINISTRATION, MARKETING

**Descriptor Codes:** 0338

This thesis examines the use and effectiveness of social power in advertising while considering the role of **consumer** status, specifically **gender** and social class. Raven's social power framework (1959; 1965; 1983) was adapted to integrate various literatures on advertising appeals. Some research on gender differences in social influence has suggested that men use "stronger" influence tactics, such as information, expert and legitimate power, while women tend to use "weaker" tactics, such as referent, reward and coercive power. Eagly (1983) argued that these gender differences could be attributed to the fact that gender has historically been confounded with measures of status, such as social class.

In the first study I used content analysis to determine the types of power relationships featured in print advertising. Ads were selected from magazines that target men, women, or both, and that target lower versus higher social class groups. It was predicted that marketers would adhere to the common stereotypes, and that advertisements targeted to women and to lower social class members would predominately feature "weaker" (or "feminine") bases of power, such as referent, **reward** and coercive power, while ads **targeted** to men and higher social class **members** would predominately feature "stronger" (or "masculine") bases of power, such as information, expert and legitimate power. The predicted pattern was supported for gender, but not for social class differences. This is consistent with a stereotype-based pattern, especially because gender stereotypes in social influence are more pervasive in society than stereotypes based upon class.

The second study consisted of an experiment which investigated subjects' reactions to different types of power presented in advertisements. Based on Eagly's propositions that status, not gender, accounts for differences in persuasion, it was expected that subjects who differ in social class would have different reactions to the bases of power, while gender differences were not predicted. Neither gender nor social class differences were found.

41/5/9 (Item 3 from file: 35) [Links](#)

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01399139 ORDER NO: AAD95-07008

**ALLOCATING EFFORT WITHIN A SOCIAL DILEMMA: THE EFFECTS OF GOAL-SETTING, ABILITY DIFFERENCES, AND REWARD RISKS ON CONTRIBUTIONS TO THE GROUP**

**Author:** JOHNSON, PAULINE ROWE

**Degree:** PH.D.

**Year:** 1994

**Corporate Source/Institution:** THE UNIVERSITY OF ARIZONA ( 0009 )

Director: CHRISTINA E. SHALLEY

**Source:** Volume 5510A of Dissertations Abstracts International.

PAGE 3240 . 148 PAGES

**Descriptors:** BUSINESS ADMINISTRATION, MANAGEMENT

**Descriptor Codes:** 0454

This research examines the effects of two conflicting goals (e.g. a group and an individual goal) and two types of rewards (e.g. an incremental and a **target** reward) on **group** contribution when **group members** vary in their ability to accomplish the **group** task. The experimental task was set up as a social dilemma in which participants were asked to work on both a group and an individual production task. Contribution to group work could lead to higher rewards for all, but it could also result in lower rewards if others failed to contribute.

Setting conflicting group and individual goals, as opposed to not assigning goals, was hypothesized to encourage greater effort for the group. Being compensated after reaching a target of production, or being above or below average in task competence was hypothesized to discourage group effort. Since the assignment of a group goal should help to coordinate group effort, it was also expected to alleviate the perceived risk of contributing to the group. Therefore setting simultaneous group and individual goals when the reward was a target or when participants were above or below average in competence was expected to encourage greater group effort than when no goals were set in these conditions.

Results suggest that when rewards are obtained after reaching a target of production, setting conflicting goals encourages individuals to work harder for the group than they do when no goals are assigned. However, when rewards are incrementally obtained, individuals tend to split their efforts between group and individual objectives, regardless of whether conflicting goals are assigned. Results also suggest that goal setting encourages higher **group** contribution for **members** who believe their task competence is average compared to the rest of their **group**, but it has no direct effect on **group** contribution for **members** who believe their ability is either above or below the **group** average.

Implications of these results are discussed for the selection of individuals for work teams, the assignment of goals for team effectiveness, and the importance of training to equalize competencies in a team environment.

41/5/10 (Item 4 from file: 35) [Links](#)

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01203039 ORDER NO: AAD92-05928

**CROSS-COUPONING AS BUNDLING (PROMOTIONS)**

**Author:** FOSTER, IRENE RAJ

**Degree:** PH.D.

**Year:** 1991

**Corporate Source/Institution:** INDIANA UNIVERSITY ( 0093 )

Adviser: DAVID B. MACKAY

**Source:** Volume 5209A of Dissertations Abstracts International.

PAGE 3356 . 108 PAGES

**Descriptors:** BUSINESS ADMINISTRATION, MARKETING; ECONOMICS, THEORY

**Descriptor Codes:** 0338; 0511

Increasing competition in promotions has forced firms to adopt innovative promotional strategies or face declining profits. One such innovative strategy is cross-promotion, where firms simultaneously promote two or more of their products by offering consumers monetary or other benefits if the products are purchased together. This research focuses on the use of coupons in the cross-promotion of frequently purchased consumer packaged goods. As cross-promotions are widely used and becoming ever more popular, it is important that marketing theorists and practitioners understand the complexities of this strategy and the implications of its use.

The purpose of this research is to develop a tool to aid promotion managers in making intracompany cross-couponing decisions. It addresses such questions as: Under what conditions are cross-coupons apt to be profitable? Which products in the firm's product line should be linked using cross-coupons? To address these questions, cross-coupons are examined from a bundling perspective. It is suggested that cross-promotion may be considered an implicit form of commodity "bundling"--the practice of marketing two or more products and/or services in a single "package" for a certain price. This strategy allows greater possibility for price discrimination and profits by inducing **customers** to "self-select" themselves into smaller segments. A key aspect of the model is the information **consumers** have about cross-**coupons**. In the limited information or **targeted** bundling case, only **purchasers** of the "source" product see the cross-coupon and thus the price of the "target" product is lowered to them only. In the full information or mixed bundling case, the cross-coupon is located so that all consumers see the coupon and thus have the option of buying the bundle at a reduced price. In both cases, it is shown how the potential for the profitable bundling of a pair of products depends on the relationship between price elasticities of demand across certain identifiable segments of the market. It is examined whether these price elasticity relationships change when: (i) the firm's objective is to maximize sales/market share rather than profit; (ii) there is less than 100% coupon redemption among consumers; and, (iii) the products are substitutes or complements.

The results from the theoretical section are applied to a scanner panel data set containing purchase and store data on ground coffee. The application provides an empirical example of the manner in which a firm with a portfolio of products can make profitable cross-couponing decisions based on the elasticity relationships mentioned above, employing only such information as might be found in scanner panel data.

The first two appendices provide a theoretical example of the reservation price model, and optimal coupon rates for the example. A third appendix offers an example of strategic cross-couponing and its potential managerial implications.

41/5/11 (Item 5 from file: 35) [Links](#)

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1012718 ORDER NO: AAD88-10363

## **FASHION OPINION LEADERSHIP AMONG MATURE CONSUMERS: DEMOGRAPHICS, LIFESTYLE AND RETAIL PATRONAGE BEHAVIOR**

**Author:** HUDDLESTON, PATRICIA THERESE

**Degree:** PH.D

**Year:** 1987

**Corporate Source/Institution:** THE UNIVERSITY OF TENNESSEE ( 0226 )

**Source:** Volume 4904B of Dissertations Abstracts International.

PAGE 1120 . 119 PAGES

**Descriptors:** HOME ECONOMICS; BUSINESS ADMINISTRATION, MARKETING

**Descriptor Codes:** 0386; 0338

The purpose of this study was to evaluate fashion opinion leadership among consumers over fifty and to

identify the demographics, lifestyle dimensions and retail patronage behavior of the mature fashion opinion leader.

A random sample of 2,003 consumers, ages 50 and over were sent questionnaires resulting in a 35 percent return rate (n = 711) usable for analysis.

Twenty questions using a five point Likert scale were used to determine degree of fashion opinion leadership and retail patronage behavior. Factor analysis using the principal components method of varimax rotation was used to analyze the 59 lifestyle items to determine which lifestyle variables were related to each other. Linear models were used to analyze the lifestyle variables, demographic and retail patronage behavior characteristics.

Findings indicated that the best predictors of fashion opinion leadership were the lifestyle dimensions of Independent/Self Confident, Recreational Shopper, Fashionably Dressed and Community Involvement. Recreational Shopper appears to be a unique characteristic of the mature fashion opinion leader. Two demographic characteristics, sex and occupation were found to be significant predictors of fashion opinion leadership. Females were found to have significantly higher fashion opinion leadership mean scores than males. Business and communication related occupations had the highest fashion opinion leadership mean scores. In general, the higher the occupational status, the higher the fashion opinion leadership mean score.

Age was significant only when divided into pre- and postretirement age (50-64 and 65+). Postretirement age was inversely related to fashion opinion leadership. Positive and statistically significant correlations were found between fashion opinion leadership and reported influence of younger consumers. None of the retail patronage behavior characteristics were useful predictors of fashion opinion leadership.

These findings show that fashion opinion leaders do exist in the mature **consumer segment** and they do appear to have characteristics that businesses can identify and use to **target** products and promotions. An underlying implication is that the over 50 **consumer** is an affluent **consumer group** that should not be ignored in marketing plans and promotions.

41/5/12 (Item 6 from file: 35) [Links](#)

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769382 ORDER NO: AAD82-02667

## **THE EFFECTS OF STANDARDIZED AND THREE TYPES OF GROUP CONTINGENCIES ON THE ACADEMIC AND SOCIAL BEHAVIORS OF LEARNING DISABLED CHILDREN**

**Author:** SPELTZ, MATTHEW LOUIS

**Degree:** PH.D.

**Year:** 1980

**Corporate Source/Institution:** UNIVERSITY OF MISSOURI - COLUMBIA ( 0133 )

**Source:** Volume 4208B of Dissertations Abstracts International.

PAGE 3445 . 105 PAGES

**Descriptors:** PSYCHOLOGY, CLINICAL

**Descriptor Codes:** 0622

The use of group operant contingencies in the classroom for academic work has been a relatively neglected field of research. The present study compared the effects of three different types of group contingencies, a standardized (i.e., individualized) contingency, and a request-only baseline procedure on the arithmetic worksheet performance of the poorest students in a learning disabilities classroom. In the different group contingencies, group reward was determined by either: (a) the average performance of the **group**, (b) the performance of a single **member** selected randomly after the **group** performed, or (c) the performance of a single **group member** identified to the **group** before it performed. The social behaviors of students

working under these conditions were measured with an observational coding system. All contingencies produced significantly greater worksheet performance than baseline. The procedural differences among the various contingencies had no significant effect on worksheet scores. The procedural variations in the contingencies, however, significantly altered the frequency of several important group social interactions. Positive social interactions (e.g., helping behaviors, positive comments) were observed most frequently under the group contingencies in which single **target** subjects worked for **rewards** shared among all **group members**. The children rated the contingencies about equally overall.

41/5/13 (Item 7 from file: 35) [Links](#)

Dissertation Abs Online

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768825 ORDER NO: AAD82-01380

## THE DESIGN OF TIME-SCHEDULED PACKET RADIO NETWORKS

**Author:** PROHAZKA, CRAIG GEORGE

**Degree:** PH.D.

**Year:** 1981

**Corporate Source/Institution:** UNIVERSITY OF MASSACHUSETTS ( 0118 )

**Source:** Volume 4208B of Dissertations Abstracts International.

PAGE 3367 . 267 PAGES

**Descriptors:** ENGINEERING, ELECTRONICS AND ELECTRICAL

**Descriptor Codes:** 0544

A packet radio network (PRN) is a communication network in which packets are transmitted between the users of the network via radio channels. A PRN which uses time division multiplexing is called a time-scheduled packet radio network (TSPRN). Packet radio systems have been suggested for use in communication networks in which some or all of the users are mobile. Other applications include networks located in inaccessible environments and networks which must be constructed quickly.

In this thesis, time division multiplexing and frequency division multiplexing are used. The time axis is divided into equal length time frames. Each frame is subdivided into  $f$  equal length time slots. The network bandwidth is divided into  $F$  bands of equal width. The diameter, denoted  $k$ , of a network is the maximum over all  $i$  and  $j$  of the minimum number of hops needed to transmit a packet from user  $i$  to user  $j$ .

The specific TSPRN design problem this thesis considers is the following. A configuration of **users** is given. The configuration is the specification of the ordered pairs of **users** which may communicate directly and the **ordered pairs** which interfere. An interference-free TSPRN with diameter  $k$ ,  $f$  time slots, and  $F$  frequency bands is to be designed for these users. More accurately, a configuration is a 3 tuple  $(U, C, I)$ .  $U$  is the set of **users**.  $C$  is the set of **ordered pairs** of **users** which can communicate directly.  $I$  is the set of **ordered pairs** of **users** which interfere.

The assignment of slots to directed channels is restricted by the capability of the users' communication equipment. It is assumed that users cannot simultaneously transmit and receive, can transmit at most  $t$  packets simultaneously, and can receive at most  $r$  packets simultaneously.

The first problem this thesis considers is the construction of a slot assignment using the smallest possible number of slots for a TSPRN whose users have parameters  $t=r=1$ . The second problem is the construction of such a slot assignment with the additional constraint that the resulting TSPRN be interference-free. Two algorithms are presented to solve these problems.

The next question this thesis considers is the following. For which values of  $f$ ,  $k$ , and  $F$  is it possible to construct an interference-free TSPRN for configuration  $(U, C, I)$ ? The triple  $(f, k, F)$  is called  $(U, C, I)$  realizable

if this is possible. Otherwise, it is called (U,C,I) unrealizable. The thesis classifies triples (f,k,F) in this way.

Finally, the thesis proposes two methods of eliminating interference in TSPRNs. The first method is called polarity alignment. The second is called slot assignment equalization. The method of polarity alignment may be applied to eliminate all interference in a TSPRN with the following properties: its **users** have parameters  $t=r=1$ ; the set of **ordered** pairs of **users** connected by directed channels has been chosen; directed channels appear only in pairs leading in opposite directions; and consecutive slots are assigned to the two directed channels of each channel pair. The method of slot assignment equalization may be applied to minimize the number of frequency bands required by a TSPRN with the following properties: its users have parameters  $t=r=1$ ; all **users** interfere; the set of **ordered** pairs of **users** connected by directed channels has been chosen; and the frame size  $f$  is given.

41/5/14 (Item 1 from file: 99) [Links](#)

Fulltext available through: [STIC Full Text Retrieval Options](#)

Wilson Appl. Sci & Tech Abs

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1315122 **H.W. Wilson Record Number:** BAST96029033

**How to create cost-effective promotional plans**

MacVicar, Duncan ;

Laser Focus World v. 32 (Apr. '96) p. 105-8

**Document Type:** Feature Article **ISSN:** 1043-8092 **Language:** English **Record Status:** New record

**Abstract:** The creation of a cost-effective plan to promote business by targeting potential customers is discussed. There are 5 related marketing activities that are required for an **order** to be obtained from a **customer**, starting with promotion and moving on through creating customer demand, producing and qualifying a lead, interacting with the **customer**, and finalizing the **order**. In this chain, **promotion** must be used effectively to **target** the **customers** appropriately. The 7 most popular tools to accomplish this are seminars, direct mail, word of mouth, trade magazine articles, trade shows, advertisements and press releases, and retail displays. It is vital that a promotional plan be prepared at least annually.

**Descriptors:** Sales promotion ;

41/5/15 (Item 1 from file: 474) [Links](#)

New York Times Abs

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07592763 **NYT Sequence Number:** 006874980315

**THE STORES THAT CROSS CLASS LINES**

Steinhauer, Jennifer

New York Times , Col. 1 , Pg. 1 , Sec. 3

Sunday March 15 1998

**Document Type:** Newspaper **Journal Code:** NYT **Language:** English **Record Type:** Abstract

**Abstract:**

Lower-priced retail changes, especially **discount** chains like **Target**, are successfully attracting middle- and upper- **income shoppers** who like to save money when they buy place mats or towels in order to have more money ready for big-ticket items; 90 percent of shoppers with household incomes of more than \$70,000 a

year shop in discount stores, and the best **lower-priced** stores--Target again--allow **shoppers** to get in and out quickly yet enjoy the **sort** of service and some of the ambiance offered by department stores a decade ago; photos; drawing (M)

**Special Features:** Drawing; Photo

**Company Names:** Target Stores

**Descriptors:** Retail Stores and Trade; Discount Selling; Consumer Behavior; Retail Stores and Trade

**Personal Names:** Steinhauer, Jennifer

41/5/16 (Item 2 from file: 474) [Links](#)

New York Times Abs

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01279984 **NYT Sequence Number:** 098420830702

**(Despite Congressional instruction to draft tax bill by July 22, Repr Dan Rostenkowski, Chmn of House Ways and Means Committee reportedly has put off task until Labor Day. Postponement is attributed to fear that any revenue-raising proposals approved by committee or House by end of July might make members of Congress targets of lobbying by special interest groups during Congressional recess. Pres Reagan's opposition to such legislation noted (M).)**

FUERBRINGER, JONATHAN

New York Times , Col. 4 , Pg. 40 , Sec. 2

Saturday July 2 1983

**Document Type:** Newspaper **Journal Code:** NYT **Language:** English **Record Type:** Abstract

**Descriptors:** REFORM AND REORGANIZATION; LAW AND LEGISLATION; TAXATION; LOBBYING AND LOBBYISTS

**Personal Names:** FUERBRINGER, JONATHAN; REAGAN, RONALD WILSON (PRES); ROSTENKOWSKI, DAN (REPR)

41/5/17 (Item 1 from file: 256) [Links](#)

TecInfoSource

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02798461 **Document Type:** Company

**Cellfire Inc (798461)**

2890 Zanker Rd #200

San Jose , CA 95134 United States

**Telephone:** (408) 324-1000

**FAX:** (408) 516-8397

**Homepage:** <http://www.cellfire.com>

**EMAIL:** [info@cellfire.com](mailto:info@cellfire.com)

**File Segment:** Directory

**Contact:** Sales Department

**Organization Type:** Corporation

**Equity Type:** Private

**Status:** Active

Cellfire Incorporated, founded in 2005 and based in San Jose, California, is a privately held firm that provides cellular telephone **users** with shopping coupon services. Coupons, displayed on mobile devices, are **targeted** to **consumers'** interests and their **location**. The displayed coupons are shown to sales personnel and applied to bills. Cellfire provides consumers with coupons for leading retail stores, restaurants, hotels, and attractions across the United States. The company also provides clients with e-mail and text message alert services. The firm's coupon system can be accessed with mobile telephone browsers through the cellfire.com website. Businesses can customize coupons with branding elements. Cellfire has formed partnerships with mobile content provider Handango (TM), web browser developer Opera Software, and local merchant online network operator MerchantCircle. The firm works with the Association of Coupon Professionals (ACP), the Mobile Marketing Association (MMA), and the National Retail Federation. Cellfire investors include Menlo Ventures and Storm Ventures. The company has won recognition from Frost & Sullivan and 'Laptop Magazine.'

**Sales:** NA

**Date Founded:** 2005

**Descriptors:** Advertising; Cell Phones; E-Commerce; Marketing

**Revision Date:** 00000000

41/5/18 (Item 2 from file: 256) [Links](#)

TecInfoSource

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02777641      **Document Type:** Company

**Light Agency (777641)**

7a N End Rd

London , UK W14 8ST United Kingdom

**Telephone:** 0798 0296 605

**Homepage:** <http://www.thelightagency.com>

**EMAIL:** [info@thelightagency.com](mailto:info@thelightagency.com)

**File Segment:** Directory

**Contact:** Sales Department

**Organization Type:** Corporation

**Equity Type:** Private

**Status:** Active

The Light Agency (TLA), based in the United Kingdom, develops branding and marketing systems that support mobile commerce operations. The firm is known for its M BAR GO application, which captures and analyzes consumer shopping data. The program supports a variety of mobile telephones and retail EPOS systems. TLA employs Short Message Service (SMS) technology in delivering product **discount** offers to **targeted** mobile telephone **consumers**. Bar codes are displayed on mobile devices and scanned by checkout register staff. Transaction information is added to a **consumer** behavior database, supporting **segmentation**, campaign assessment, and other marketing analyses. TLA's systems have been used by retail, publishing, and other firms. The company also is developing a multimedia messaging (MMS) system, SNAP. The technology allows mobile device users to photograph items, submit images to TLA, and receive discount



offers for the products. TLA was founded by Marc Lewis.

**Sales:** NA

**Date Founded:** 2002

**Descriptors:** Advertising; Cell Phones; Personalization

**Revision Date:** 00000000

41/5/19 (Item 1 from file: 475) [Links](#)

Wall Street Journal Abs

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06290730

**CUT-RATE OFFERS RESHUFFLE GAME OF CREDIT CARDS**

Wall Street Journal , Col. 6 , Pg. 1 , Sec. B

Tuesday December 29 1992

**Document Type:** Newspaper **Journal Code:** WSJ **Language:** English **Record Type:** Abstract

**Abstract:**

Observers note in January, 1993, credit-card issuers will be increasing promotions of **lower priced** credit cards; card issuers are **targeting consumers** who maintain balances outstanding on their credit cards and who have a good credit history (M)

**Descriptors:** CONSUMER CREDIT; CREDIT CARDS AND ACCOUNTS; PROMOTIONS (MARKETING TECHNIQUE); **RATES**

41/5/20 (Item 1 from file: 583) [Links](#)

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09003439

**Chase Gold**

**HONG KONG: CHASE PROMOTES GOLD CARDS**

HK Economic Journal ( XKG ) 16 Oct 1998 p.22

**Language:** CHINESE

Chase Manhattan has launched six outdoor promotion at major shopping malls for its Chase Gold cards. The bank also raised the benefits of Gold cards in June. This attracted 30,000 applications, including 80% from outdoor **promotions**. **Target** customers accounted for 30% of the total. These **customers** are middle and high **income** earners with age from 25-40. \*

**Company:** CHASE MANHATTAN

**Product:** Credit Card Services (6020CC); Nonbank Credit Card Firms (6141);

**Event:** Marketing Procedures (24);

**Country:** Hong Kong (9HON);

41/5/21 (Item 2 from file: 583) [Links](#)

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06683239

**DANONE Les fidZles deviennent des accros**

FRANCE: DANONE USES DATA BASE

Enjeux Les Echos ( AIE ) Sep 1998 p.70

**Language:** FRENCH

Danone started setting up a consumer data base early on. In 1994 it launched a promotional operation with Bingo des Marques, which brought together all of the group's brands. Since then, Danone has a data base of 3mn clients, which enables it to personalise its marketing operations. Danoe, the **consumer** magazine which the group publishes four times a year, is an effective link. Loyal **customers** receive reduction **coupons** which **correspond** to their consumption habits and receive benefits. Some see their recipe published, others are invited to watch an the filming of an advertising spot. This works: most Danoe readers say that the magazine is useful in every day life, giving it a score of 4.2 out of five.

**Company:** DANONE

**Product:** Beer (2082BE); Bottled Water and Health Drinks (4945); Food Products NEC (2099); Dairy Products (2020); Food & Drink (2000);

**Event:** Marketing Procedures (24);

**Country:** France (4FRA);

41/5/22 (Item 3 from file: 583) [Links](#)

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06554539

**Kaupat rekister6ivUt kanta-asiakkaan ostot tulevaisuudessa tarkasti**

FINLAND: SHOPPING PATTERNS MAY BE ANALYZED

Helsingin Sanomat ( XFB ) 02 Dec. 1997 p.D3

**Language:** FINNISH

Chief inspector Heikki Partanen from the Finnish Office of the Data Protection Ombudsman says that retailers have the right to collect data on the items purchased by the customers with loyalty cards. However, it is vital that the customer be aware of which data is collected and registered. The use of the data must be specified in the contract signed by the customer. The data may not be given to outsiders, however. In Kesko's K-Plussa loyalty marketing program gathering detailed information is necessary in **order** to **target customer** marketing and to grant **bonus** points for different product **groups**. Kesko will announce when it starts to register product-specific data, at which point the customer may choose to prohibit the registration of purchases.

**Company:** KESKO; OFFICE OF THE DATA PROTECTION OMBUDSMAN

**Product:** Retail Trade (5200); Wholesale Trade (5000);

**Event:** General Management Services (26); Marketing Procedures (24);

**Country:** Finland (5FIN);

41/5/23 (Item 4 from file: 583) [Links](#)  
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06548712

**Santander muda visual e acelera investimentos.**

**BRAZIL: SANTANDER INCREASES INVESTMENTS.**

Gazeta Mercantil ( GMI ) 18 Nov 1997 p. b-5

**Language:** PORTUGUESE

The recent problems that hit the Brazilian economy do not seem to have changed Santander Brasil Bank's plans in the country. The bank is even anticipating its 3 year Investment target of US\$ 220mn. Last month Santander Brasil enlarged its Capital by US\$ 100mn to US\$ 260mn. A further US\$ 100mn will be invested next month. November 17th it opened 42 agencies acquired from Banco Noroeste and one of the 158 new ones it will be allowed to inaugurate. The bank intends to spend US\$ 8mn in **promotion** purposes, targeting **clients** with average **income** higher then US\$ 1,000. At the moment Santander Brasil has 90,000 clients and plans to raise this amount to 400,000 in 3 years. This goal was set when Banco Geral do Comercio was incorporated. Since Banco Noroeste was recently acquired also, the target might change.

**Company:** SANTANDER BRASIL

**Product:** Retail Banking Services (6006); Clearing Banks (6010CB); Commercial Banks (6020);

**Event:** Plant/Facilities/Equipment (44); Planning & Information (22);

**Country:** Spain (4SPA); Brazil (3BRA);

41/5/24 (Item 5 from file: 583) [Links](#)  
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06513323

**Amex looks at chain mail tie-ins**

**UK: AMEX LOOK TO INDIVIDUAL TARGETING**

Supermarketing ( SMG ) 29 Aug 1997 p.4

**Language:** ENGLISH

American Express is looking at targeting **customers** individually, in **order** to increase their supermarket spend. It has just launched a gold credit card and is working with retailers to **target customers** with **promotions** through their monthly bills. <This will identify individuals tastes and preferences and allow relevant offers to be made>. \*

**Company:** AMERICAN EXPRESS

**Product:** Credit Card Services (6020CC); Nonbank Credit Card Firms (6141); Food Retailing (5400);

**Event:** Sales & Consumption (65); Marketing Procedures (24); Planning & Information (22);

**Country:** United Kingdom (4UK); United States (1USA);

41/5/25 (Item 6 from file: 583) [Links](#)  
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06470870

**Auction And Moving Targets**

SINGAPORE: NEW CYBERMART SHOPPING INNOVATIONS

Channel Asia ( AHT ) May 1997 P.9

**Language:** ENGLISH

CyberMart has launched the CyberMart Target and CyberMart Auction, which are innovative shopping methods through the Internet. Th Singapore Technologies **Group** established the virtual shopping mall, CyberMart. CyberMart **Target** informs **shoppers** about product **price reductions** and they may purchase the product when it is priced according to their budgets. When the product is purchased, its price is reset to its original value. Clients who hesitate will have to wait for the price cycle to occur again. CyberMart Auction permits product bidding by CyberMart Web site users against each other in an interactive virtual auction. The virtual auction has resulted in product price bargains for buyers and these products are brand new and are provided from authorised dealers only.

**Company:** SINGAPORE TECHNOLOGIES GROUP; INTERNET

**Product:** Computers & Auxiliary Equip (3573); Communications Eqp ex Tel (3662); Database Vendors (7375);

**Event:** Product Design & Development (33);

**Country:** Singapore (9SIN);

41/5/26 (Item 7 from file: 583) [Links](#)  
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06464760

**Business of Gift Shops in Macau Drops 50%**

MACAU: PROSPECT OF GIFT SHOPS IN MACAU

Macao Daily News ( XKI ) 30 Apr 1997 P.9

**Language:** CHINESE

In recent years, the number of gift shops in Macau increased substantially. Since **gift** shops' target **customer group** is students whose consumption is less sensitive to the stagnant economic condition, therefore, running gift shops is a very profitable investment before 1995. However, the following 2 factors had led to a 50% drop in gift shops profitability in 1996: 1) intensifying competition as more gift shops are being open. 2) a number of Japanese-style discount shops had started doing business in Macau so that profits of gift shops were being squeezed further. \*

**Company:** MACAU

**Event:** Market & Industry News (60);

**Country:** Macau (9MAB);

41/5/27 (Item 8 from file: 583) [Links](#)  
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06445045

### **Sharp fall in mobile phone rates 'unlikely' come April**

SINGAPORE: NO PRICE WAR FOR PAGING OPERATORS

The Straits Times ( XBB ) 18 Mar 1997 P.50

**Language:** ENGLISH

Prices of pagers and cellular phones and their subscription rates in Singapore are not expected to fall significantly with the entry of the three new operators - M1, ST Messaging and Hutchison IntraPage on 1 April 1997. The operators intend to compete with Singapore Telecom (SingTel) on **customer** service, such as offering **special** packages **targeted** at various market **segments**. Meanwhile, SingTel Paging charges its numeric paging subscribers S\$ 15, its alphanumeric users S\$ 16 and students S\$ 12 a month. As these charges are relatively low, the new players in the paging market are not expected to reduce the rates sharply. Furthermore, all three operators have agreed to bear the charges for customers' automatic interception service, which essentially enables paging users to retain their existing numbers, for the first three months. The new cellular network operators are also not expected to subsidise the purchase of handsets.

**Company:** SINGTEL; SINGAPORE TELECOM; HUTCHISON INTRAPAGE; ST MESSAGING; M1

**Product:** Messaging Svcs (4811ME); Paging Services (4838PG); Cellular Radio Services (4811CR);

**Event:** Marketing Procedures (24);

**Country:** Singapore (9SIN);

41/5/29 (Item 10 from file: 583) [Links](#)  
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06231071

### **Streit um Rabatte flr Telekom-Gro kunden**

GERMANY: PRICE WAR WAGED ON TELECOMS MARKET ?

Handelsblatt ( HT ) 21 Nov 1995 p.13

**Language:** GERMAN

Based on its tariff concept for 1996, named "Tarifkonzept 96", covering higher rates for local calls and lower rates for long-distance calls, Deutsche Telekom AG is planning to reduce telephone **rates** for major **accounts** by up to 43% effective from 1 January 1996. The move is to retain this profitable **customer group**. The **discount** system planned is **targeting** the market **segment** of corporate networks and thus one of the first fields in which private providers of telecoms services are allowed to compete with Deutsche Telekom AG. The private providers offer their services to companies but for this purpose have to lease the lines of Deutsche Telekom AG at high prices currently. Not before the 1 July 1996 will the private providers be allowed to make use of their own or other private lines. Thus, private providers are put at a disadvantage as they cannot compete with the favourable conditions offered by Deutsche Telekom AG. In the face of the latest discount plans presented by Deutsche Telekom AG, the private providers are fearing for their survival and are calling on the post minister not to approve the discount system planned.

**Company:** DEUTSCHE TELEKOM

**Product:** Telephone Communications (4811);

**Event:** Commodity & Service Prices (72); National Government Economics (94); Planning & Information (22); Marketing Procedures (24);

**Country:** Germany (4GER);

41/5/30 (Item 11 from file: 583) [Links](#)

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06229933

**Raisio kauratuotteilla Euroopan markkinoille**

FINLAND: RAISIO TO PENETRATE EUROPEAN MARKET

Turun Sanomat ( XFG ) 15 Nov 1995 p. 16

**Language:** FINNISH

Raisio, <major Finnish food producer>, is planning to penetrate particularly the German, French and UK markets with its 'Nordic' brand products which include oat, potato and rapeseed based products. The Finnish company is planning to make use of e.g. the image of Arctic agriculture. Esko Matti Pulkkinen, director in charge of food exports in Raisio, says the export items are mainly **special** products targeted at environmentally aware urban **consumers**. Raisio is particularly interested in the market **segment** between organic production and intensive farming.

**Company:** NORDIC; RAISIO

**Product:** Bakery Products (2050); Food & Drink (2000);

**Event:** Foreign Trade (64); Planning & Information (22);

**Country:** European Community (4EC); Finland (5FIN);

41/5/31 (Item 12 from file: 583) [Links](#)

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06176180

**DOSSIER PROMOTIONS. Les bonnes recettes des fabricants**

FRANCE: DIVERSIFICATION OF PROMOTIONS

LSA ( LSA ) 06 Jul 1995 p.76-77

**Language:** FRENCH

In France, companies are working on on-pack promotions in **order** to stimulate sales and attract **customers**. These efforts include a lottery system, immediate gains, multipack **promotions**, **paired promotions**, tasting events, and interactivity. President used interactivity, and increased its brand awareness and increased market shares.

**Company:** PRESIDENT

**Product:** Beverages (2080); Food & Drink (2000); Marketing (9914);  
**Event:** Marketing Procedures (24); Market & Industry News (60);  
**Country:** France (4FRA);

41/5/32 (Item 13 from file: 583) [Links](#)  
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05960313

**Leading Hotels to focus more on niche markets**

WORLD: LEADING HOTELS EYES NICHE MARKETS  
Travel Weekly ( TWY ) 16 Mar 1994 p. 2  
**Language:** ENGLISH

The Leading Hotels of the World intends to focus more on niche markets to improve awareness in the travel trade of its upmarket **member** properties. The **group** plans to **target special** travellers and make the trade aware that a lot of its hotels are a mix perfectly with sporting events and cultural travel. The group reported an 11% rise in reservations to 508,000 or 1.8mn room nights, compared with 1992.

**Company:** THE LEADING HOTELS OF THE WORLD

**Product:** Hotels & Motels (7011);  
**Event:** Planning & Information (22); Public Affairs (29);  
**Country:** General Worldwide (0W);

41/5/33 (Item 14 from file: 583) [Links](#)  
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05946868

**Jardine Office Systems telephone purchase**

HONG KONG: JOS HAS TELEPHONE-PURCHASE SCHEME  
HK Economic Times ( XKH ) 2 Feb 1994 p.C7  
**Language:** CHINESE

Jardine Office Systems (JOS) has introduced a telephone-purchase service, beginning on Jan 10. Under the new service, **customers** can place **orders** of purchases by phones, and the products will then be delivered to **customers**. It should be noted that all purchases **ordered** by phone must be paid by cash. Products available in this service include IBM PS/ValuePoint CPU 486SX-25 and 486DX-33, Canon portable bubblejet printers, and business software from Borland, Lotus and Microsoft. There is also a 7-day **money back** guarantee on each purchase. The **target customers** under this scheme are those who have some computer knowledge and do not require frequent support services. \*

**Company:** JOS; JARDINE OFFICE SYSTEMS; MICROSOFT; LOTUS; IBM; BORLAND; CANON

**Product:** Computer Printers (3573PW); Microcomputers (3573MI); Computer Software (7372);  
**Event:** Product Design & Development (33); Marketing Procedures (24);

**Country:** Hong Kong (9HON);

41/5/34 (Item 15 from file: 583) [Links](#)  
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05937425

**Seibu seeks middle-age customers**

HONG KONG: NEW STRATEGIES FOR SEIBU  
Sing Tao Daily ( XKL ) 31 Jan 1994 p.B4  
**Language:** CHINESE

A spokesman for Hong Kong Seibu has claimed that the growth in turnover of the department store's last year operation has again reached 40%. Last year, Seibu had embarked on a campaign to boost its **customer** base for the **group** aged between 40 and 49. According to Seibu's marketing research, this group of people has the highest spending power than any other groups. The campaign succeeded in boosting this **segment** from previous 19% of all **customers** to last year's 23% through re-positioning the store's image from a modern store to a family-oriented one. The store has also introduced a credit "**discount** card" (translated name) to **target customers** with an annual salary above HKD 80,000. The new shopping card and the existing "Gold Card" (translated name) which is for customers who earn more than HKD 150,000 p.a. will further enhance the function of the store's marketing research as well as help keeping customers informed. As the demand in casual-ware market increased, the store will focus more on stocking casual-ware. Seibu will also lease out some brand product counters and expand its food section. However, the store will not consider establishing a second store within these 2 years, but might expand more Loft outlets. \*

**Company:** LOFT; SEIBU

**Product:** Department Stores (5311);  
**Event:** Companies Activities (10); Planning & Information (22);  
**Country:** Hong Kong (9HON);

41/5/35 (Item 16 from file: 583) [Links](#)  
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**KFC Corp/**

US: KFC OPENS 27 NEIGHBORHOOD RESTAURANTS  
Food Institute Report ( FIR ) 19 Apr 1993 p.7  
**Language:** ENGLISH

KFC, the PepsiCo unit, has formally opened 27 Neighborhood KFC restaurants in the Baltimore and Washington area as part of a phased national launch of the concept. The Neighborhood KFC outlets aim to offer a more attractive restaurant atmosphere and **special** food offerings, targeting specific **customer segments**. There are currently around 300 Neighborhood KFCs in major cities. \*

**Company:** KFC



**Product:** Fast Food Restaurants (5812FF);  
**Event:** Plant/Facilities/Equipment (44);  
**Country:** United States (1USA);

41/5/36 (Item 17 from file: 583) [Links](#)  
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### **Barclays faces complaints campaign**

UK - BARCLAYS IGNORING PLEAS FROM CUSTOMER COMPLAINTS GROUP  
Daily Telegraph ( DT ) 14 October 1992 p31

Barclays is ignoring demands placed in newspaper advertisements by two **customers** that the board of directors should meet them in **order** to hear their grievances against the bank. Brian Jones, property developer, and Chris Joseph, advertising director, who are also **members** of the **group** Struggle Against Financial Exploitation and claim to have the backing of 200 shareholders, say that whenever they air their concerns their meetings are held with lawyers rather than the directors. Barclays has replied that as it has around 7 mil **customers** and 160k shareholders the **pair** are demanding **special** treatment.\*

**Company:** BARCLAYS

**Product:** Banking Institutions (6010); Commercial Banks (6020);  
**Event:** COMPANY ATTITUDES (42);  
**Country:** United Kingdom (4UK); OECD Europe (415); European Economic Community Countries (419); NATO Countries (420); South East Asia Treaty Organisation (913);

41/5/37 (Item 18 from file: 583) [Links](#)  
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### **CADBURY AND ROWNTREE HIT BY PROBLEMS IN THE US**

UK - CADBURY AND ROWNTREE HIT BY PROBLEMS IN THE US  
Marketing Week ( MW ) 14 March 1986 p24

Cadbury Schweppes and Rowntree Mackintosh have both been affected by problems in their US operations. Some of Cadbury's problems stem from its major 1984 campaign to sell confectionery to the giant good brokers, with massive **discounts**. This was not matched however by sufficient advertising to the **consumers**. **Orders** fell back drastically last year as the brokers did not re-order. Similar problems occurred in the beverage division.

**Product:** Chocolate & Cocoa Products (2066); Canned & Bottled Soft Drinks (2086);  
**Event:** COMPANIES ACTIVITIES (10);  
**Country:** United States (1USA); United Kingdom (4UK); Northern Europe (414); OECD Europe (415); NATO Countries (420 ); South East Asia Treaty Organisation (913);

## **V. Additional Resources Searched**

Financial Times FullText (via ProQuest): No significant results.

Internet & Personal Computing Abstracts (via EBSCOhost): No significant results.